

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
186 Madison Avenue, New York City



VOL. CVII, No. 4 NEW YORK, APRIL 24, 1919

10c A COPY



Getting Mrs. Jones to buy her first can

A FEW years ago the Acme Packing Company of Chicago had a brand new idea.

It was a perfectly good idea.

It was to put up a line of Ready to Serve Meats so prepared that they would have and retain all the natural juices and savoriness, all the deliciousness of the choicest meats just as they are served by the best home cooks.

The company bought the best meats it could get in the open markets of Chicago. It prepared them in the best ways known to science and culinary experts.

Then to Advertising Headquarters was assigned the task of helping to sell Mrs. Jones her first can of Red Crown Meats.

This work has been successful—and very gratifying because Red Crown Products are so deliciously different that every time a Mrs. Jones is led to purchase her first can she becomes a steady buyer.

The second can sells itself.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Farm Trade Will Stabilize Your Business

Rumor has it that some lines of business in cities and industrial centers are in for a dull period.

BUT THE FARMERS ARE OPTIMISTIC. Their incomes have actually doubled in three years, and the Government has actually guaranteed \$2.26 a bushel for the 1918 and 1919 wheat crops up to June, 1920.

The farmers (one third of our population) are the only persons whose future is stamped with a Government guarantee.

Tie up to a certainty—the farm trade. It will offset falling city sales and stabilize your business.

The large number of editors, each one doing a special job and doing it *well*, has built up in the hearts of 1,000,000 STANDARD FARM PAPER readers, the confidence advertisers expect.

The Standard Farm Papers (Over One Million Farm Homes)

Sell a Standard Farmer and you sell his neighbors too

Pennsylvania Farmer
Established 1888
The Breeder's Gazette
Established 1881
Hoard's Dairyman
Established 1870
The Ohio Farmer
Established 1848
The Michigan Farmer
Established 1842
Prairie Farmer, Chicago
Established 1841

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

The Wisconsin Agriculturist
Established 1877
Pacific Rural Press
Established 1870
The Farmer, St. Paul
Established 1882
Wallaces' Farmer
Established 1895
Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

Issued weekly
Publishers,
June 29, 1920

Vol. CVI

A Sa

Trade En

SUSPEN

desk of
manager
lated to
into the m
man, trig
ful alibi.

tested co
man-who
chap-who
and the
for-next-t

It read
cuses." An
interpreta

In cont
characteri
Victor Ta
has throu
veloped a
don't take

Perhaps
trifle ext
the men o
when the
represents
tailing or
acter of c
retailer e
not high-p
come into
I am bus
selling goo
der."

The chi
ing repres
ice.

The sal
of the org
partly res
tion. Vic
ords are

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CVII

NEW YORK, APRIL 24, 1919

No. 4



A Sales Force That Doesn't Solicit Orders

Trade Emissaries of Victor Talking Machine Company Train Retailers and Act as Eyes of the Organization

By Frederick C. Kendall

SUSPENDED above the roll-top desk of many a shrewd sales manager is a celluloid sign calculated to cast fear and trembling into the mind of the laggard salesman, trigger-quick with his artful alibi. It is a time-tried and tested conscience-pricker to the man-who-almost-got-an-order, the chap-who-nearly-sold-his-customer and the fellow-with-a-promise-for-next-week.

It reads, "Results—Not Excuses." And the commonly accepted interpretation of results is orders.

In contrast, which can best be characterized as refreshing, the Victor Talking Machine Company has through diligent training developed a staff of salesmen *who don't take orders!*

Perhaps this statement is a trifle extravagant. Occasionally the men *do* take orders; but only when the merchandise selected represents a forward step in retailing or an advance in the character of equipment sold. As one retailer expressed it: "They are not high-priced sandwich men who come into my store generally when I am busy and want me to stop selling goods to give them an order."

The chief job of Victor traveling representatives is to give service.

The sales distributive systems of the organization are, of course, partly responsible for this condition. Victor machines and records are sold through the jobber

to the retailer who has agency for Victor sales. The jobber has his own men visiting the trade at regular intervals and the function of the Victor traveling staff is to supplement the efforts of the jobber's salesmen in teaching the dealer how to sell his goods. Obviously, these men must possess the ability of salesmen, but their knowledge also includes a thorough understanding of merchandising, advertising, accounting, store systems and the selection and training of retail sales people.

Ordinarily, they do not solicit orders. That is left to the salesmen of the local distributor from whom the retailer obtains his supplies. Some of the men have never sold a single bill of goods. But where a member of the Victor traveling staff succeeds in educating the dealer to carry a complete stock, rather than have the order wait until it is passed to the jobber's salesman, he is privileged under these conditions not only to accept orders, but to solicit.

Usually the jobber's salesmen call on the trade every month. They work on schedule and have comparatively little time to devote to a study of the merchant's business problems. Moreover, they do not always possess the specialized training that fits them for such work. The Victor men, on the other hand, have unlimited time at their disposal to offer constructive criticism and, to quote the hand-book of the traveling depart-

ment, "To help the retail and wholesale merchants in this industry to become bigger and better merchants; to impart to the trade the Victor company's ambitions, and to keep the officials of the company constantly in touch with outside conditions." So, the mere matter of getting orders is a negligible factor. The company even states that it considerably lessens a man's standing with the trade to accept orders which would ordinarily be placed with a distributor. Consequently, the solicitation of business is not encouraged.

SEEKING THE RIGHT RETAIL OUTLETS

One of the most interesting things in the development of the Victor industry has been the gradual evolution in the character of merchants presenting their line to the local public. Originally the talking machine was looked upon as an interesting toy. In 1901 Eldridge R. Johnson organized the Victor Talking Machine Company and immediately the infant organization started a policy which has been one of the mainstays of the industry to the present day. They invested every penny of their surplus in advertising their talking machine. The sales increased and gradually the public began to have a high respect for what was first regarded as a curious plaything. Eighteen years ago bicycle shops were as common as garages are to-day and it was largely through the bicycle shop that the retailing of Victor talking machines was first introduced.

The products were not taken seriously as a commercial proposition, being looked upon more as a novelty acceptable to the bicycle dealer because of his having a line profitable only during the summer months and in need of something which would fit into the winter season.

Next, the jeweler and furniture dealer were persuaded, and eventually, when other merchants found that there was a demand for talking machines, they began to cast inquiring glances at this new product.

There was tough sledding for the first few years, but gradually

there came an awakening on the part of the better-class merchants concerning the commercial opportunities of this novel music-maker. Department stores found that the demand was of steady growth. The piano stores, however, were extremely conservative regarding the sales possibilities of the Victrola. Now, however, Victrolas are sold in the highest type of retail stores and the sale of talking machines has in many cases proved a life-saver for retail piano dealers.

"After all is said and done, the success of this industry can be traced almost wholly to the Victor company's ability to build up a strong retail merchandising organization," said H. A. Beach, manager of the traveling department. "That this has been accomplished is well testified to by the character of the Victor clientele of to-day. It is a fact well understood that an article, even though it possess wonderful merit and is extensively advertised, will not find its way to the consumer without the proper co-operation of the local merchant. Consequently, our first thought has been to associate our line with the merchant of high standing and once we have secured representation, to concentrate our energies in building up the trade of this man.

"In order, of course, to give a dealer any worth-while help, or to be of any assistance to him in developing or improving his business methods, it is necessary that we have clearly in mind all the conditions with which we must deal. It is very much like the doctor, who, before he can prescribe for his patient, must first diagnose the case; the builder first has an architect draw the plans outlining the work to be done. So it is with every human activity requiring skill, we must first know the materials and conditions with which we are working and then know how to use them. The rest is easy.

"It has been our experience that the qualifications of a successful dealer are divided briefly under the following headings: First, capital; second, location; third,



THE product was semi-perishable. November and December had been the buying months. The trade disliked to carry stock into the late winter season.

But the end of the harvest season found an extraordinarily large crop on hand. A glutted market — consequent loss — loomed ahead.

A special campaign — quickly planned and swiftly executed — advertised the merchandise to the consumer and merchandised the advertising to the trade. Result: stocks rapidly moved, with the assurance of complete turnover for our client and the dealers.

**For the quick spurt
or the long pull —
good advertising.**

THE H. K. McCANN COMPANY
Advertising - 61 Broadway, New York
CLEVELAND, SAN FRANCISCO, TORONTO, MONTREAL

merchandise; fourth, organization; fifth, selling plans; sixth, service. We have seen many examples of the dealer who is well equipped financially, who has a store well located, is carrying a good line of merchandise, but is a miserable failure as a business man because he lacks proper organization. We also find dealers who have all the other qualifications, but lack the necessary capital to take care of their business. The abundance of strength in some of these may overcome weaknesses in others. But in the end the organization must be well balanced if it is going to do the best work.

POINTING TO SUCCESS OR FAILURE

"In developing the activities of our traveling representatives, we have grouped the characteristics of a successful merchant for the purpose of analysis. Not all phases of a dealer's business, naturally, are apparent to our men; therefore, they must be guided by the symptoms.

"Under the heading of Capital we have a number of symptoms to go by—first, How does the jobber look upon the merchant's credit? Second, Is he discounting his bills? Third, Is he carrying his own leases or is he discounting them through some bank or financier? Fourth, Is he experiencing difficulty in getting goods, due to poor credit? Fifth, Do the stocks he is carrying indicate that he has ample funds?

"Under the heading of Location our experience indicates that a successful dealer must be located in the main retail business section, preferably on the ground floor. Such successful chain retail enterprises as the Woolworth stores and the United Cigar Stores go to great expense and effort to determine the value of a future location before opening a shop. In the case of the latter concern, their custom is to place a man with a counting machine in his hand directly opposite the point where they contemplate leasing. He checks every man passing that store for a full week's time.

"All these things endorse our conclusions that a location on a

main business thoroughfare is to be considered the best. Therefore, the symptoms from which we judge a man's location are—Is he on a main business street or side street? Ground floor, basement, or upper floor? Near department stores, Woolworth stores or United Cigar stores? Near street car transfer points, railroad terminals, theatres, cafes, etc? Is he in proper surroundings? It is obvious that a Victor store located between a butcher shop and a delicatessen store would not be in the proper environment.

"To us the third heading of Merchandise is particularly significant. If the Victor dealer does not sell our line exclusively, the energies of our traveling representative are naturally focused in bringing about as great concentration as is consistent with general conditions. Other things closely related are the condition of the merchant's stock, the assortment of his records. Does he have a capable manager? Able assistants? Producing salesmen? Good repair men? Are his accounting methods sound? Is his credit department flexible, as well as careful? Are his clerks eager for suggestions that will help them?

"It is a natural condition that the subject of selling plans receives more attention than other departments from our representatives. The reason is that to most of us merchandising has been our life work and consequently we are quick to perceive any deficiencies along this line. On entering a store, some of the early questions asked are—Does the retailer use a mailing list? Is the mailing list kept up-to-date? Is his advertising productive and well planned? How is the retailer advertising? Is he making full use of his windows? Is his advertising appropriation spent judiciously?

"The question of service is naturally a most engrossing one. Here are grouped such things as the appearance of the store, deliveries, booths, type of sales clerks, arrangement, decoration and atmosphere of the store. We

(Continued on page 137)

85

Main
crow
onlyRep
factFrom
WO
peatFur
AM
butTo r
and
usu
sum
med
a lo
tain

T

Wester
W. H.
30 N.

85% Repeat Orders

Mail Order advertisers are a pretty hard-headed crowd. Not much theory in their calculations—only results count.

Repeat orders from them are a sure sign of satisfactory results from previous advertising.

From May, 1917 to May, 1918 **THE AMERICAN WOMAN** carried 177 Keyed ads of which 151 repeated the following year, over 85%.

Furthermore, from the reports we receive, **THE AMERICAN WOMAN** is not merely "getting by" but is consistently up among the leaders.

To manufacturers interested in securing distribution and sales in the small town field, either through the usual retail channels or by direct appeal to the consumer, **THE AMERICAN WOMAN** offers an ideal medium, with a substantial class of circulation and a lower page rate, based on circulation than obtains elsewhere.

THE AMERICAN WOMAN

"A Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations.

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office

WM. F. HARING, Mgr.

Flatiron Building, New York

The Answer to the Salesman Who Believes Advertising Cuts Down His Salary

The Advantages to the Salesman of the Advertised Line

By A Sales Manager

WHEN national advertising commenced to be noised around, several years since, as an accelerator of sales, many old-time drummers felt that it was going to shunt them out of their jobs. There was marked animosity toward this direct relationship between the manufacturer, his trade and that indefinable person known as the ultimate consumer.

Those days have fortunately passed—and with them, perhaps, the old-time traveling man with a "strangle hold" on his trade. But a new condition seems to have bobbed up—and a new bone of discontent is often pawed over in the secluded nooks of small-town hotels when sales representatives get together: Does advertising cut down the traveling man's salary? I recently had to answer this question.

I received a letter from one of my men in which he asked:

"Is it not a fact that when a house gets into advertising and begins to advertise its product that it is working toward a condition which will enable it to employ cheaper salesmen? Does not a house figure that advertising will force the dealer to carry the goods, making real salesmanship unnecessary and just 'order taking' all that is needed?"

Which brought out this reply:

"Possibly there are houses who feel that advertising can be made a substitute for personal salesmanship and maybe there are conditions which warrant such an idea, but let's get down to definite cases.

"Take our business, for example. We call on the dealer every two or three or four weeks, as the case may be. We called on him before

we ever thought of advertising just as often as we now call on him. And although we expect to keep right on advertising, we don't expect to call on him any less frequently. So it is clear that some sort of a salesman will be on the job.

"Now, what kind of a man will that be?

"Will we, because of the fact that we are advertisers, resort to cheaper men, on the theory that the advertising will be automatic?

"Frankly, we will not.

NEEDS BEST SALESMEN NOW

"On the contrary, we are already finding out that it is profitable for us, now that we are advertising, to have a better and higher type of man representing us than we had before we advertised our line. We are finding, too, that men who were able to make good with us before we advertised, can no longer make good to-day. Yet, those same men can make good with other houses who are not advertisers.

"Which brings us to this conclusion: Instead of advertising making for a lowering of the standard of salesmanship, we have found that it makes for a higher standard, because with an advertised line, the first-class salesman who commands and is worth a larger salary is the more economical man in the long run, when straight selling cost is considered.

"It is true there are salesmen of the old school who have their fingers crossed on advertising because they figure that it is a system which will cut down their wages, just as some years back working men thought that labor-saving machinery would militate

To be merely
great—is nothing.

To be of service—
that is everything.

The Standard

Union, in Brooklyn,

tries to be of dis-
tinct service.

against the possibilities of their earning money. But that has been disproven all around over and over again.

"No matter how good the machine may be, it is worthless unless properly operated, and no matter how cleverly the advertising may have been gotten up, unless it is put to work properly and used right, it cannot accomplish profitable results.

"Just as the inferior workman cannot see the advantage of a machine he does not understand, so does the inferior salesman regard advertising—a thing which he does not comprehend. That is why you find the salesman or the sales force which is antagonistic to advertising to be in every case a sales force, or a salesman whose experience with advertising is limited.

"The house which advertises goes in to advertise a good piece of merchandise—a quality piece—something which may perhaps cost more than something similar, but in which there are certain qualities which make it worth more. Now, while the advertising can no doubt bring these good points before the public, no good house these days is going to wait for advertising so to convince the consumer that he will dash madly into a dealer's store, insist loudly on such and such a brand of goods, refuse to take anything else, even on the dealer's recommendation, and then retreat indignantly with the admonition that Mr. Dealer had better stock up quickly, after which said consumer betakes himself to his house and writes a letter to the manufacturer reporting the fact that such and such a dealer does not handle such-and-such goods. That's not the way it is done at all.

"On the contrary, the manufacturer who advertises his goods, realizes that what is needed is good distribution to back up that advertising. The goods must be not only in the dealer's store, but just as well displayed as possible. They must be put before the dealer and his clerks in such a way

that everybody in the store will know how to sell them. Then, when people who may have seen one of the advertisements notice the goods on display, they recall the advertisement and may be induced to buy.

"That is why the man who advertises his goods must be very certain of getting good distribution and intelligent dealer support. And to get those two things, he must have first-class men.

"Take the case of our products. Because we advertise them and make certain definite claims for them, we have to make goods up to those standards. We have committed ourselves to a certain standard and people are going to insist on that standard if they buy our goods. They are going to expect more of our goods just because we have made those claims.

IT IS QUALITY THAT MAKES FOR HIGHER PRICES

"In order to maintain that quality, it is necessary to make a product which must bring a little higher price than a piece made purely to sell at a low price. But many an unthinking retailer does not appreciate that. He is apt to infer that just because we advertise, our prices are higher. It is true, too, that there are often unscrupulous competing salesmen who put it up to a dealer that the difference in price is because this line is advertised and the dealer must pay for the advertising. And to the unthinking man, that sounds plausible, especially since nobody likes to pay any higher price than necessary, and it is always pleasant to 'kid oneself' that the cheaper piece is 'just as good' and shows a saving.

"Now, we know that that is not so. We know that the difference in price is not due to advertising, but to the fact that because we advertise we must produce a certain quality which costs more and is worth more.

"We must show the dealer that what people want is not cheap candy, but good candy at a fair price for that quality. And that

The "Laying On" of Hands Brought Up-to-Date

"Laying on" of the hands is as old as the hills, but it remained for this generation of business men to develop the "laying on" of hands to embrace actual contact with the major part of a continent.

There isn't a city of size in the United States or Canada that is not literally under the hand of the manufacturer—that cannot be exploited in Aladdin fashion over night—that cannot be reached as clearly and more emphatically than by spoken words, reached everywhere with identical message, at the same moment.

The Poster is the elaboration of the development of all forms of advertising since the days of the bell-ringer and the town-crier.

It recognizes the fact that the first impression is most lasting, hence it has brought to its aid the science of modern lithography that has become an art, and produces color effects and sketches that are worthy of longer life than the span of an advertising campaign.

It recognizes the fact that the mandatory makes the stronger impression, hence it offers neither argument nor wordy description.

It visualizes—teaches—pleases—and drives home the memory of the package or the product.

It leaves no class untouched—only the blind.

And by the organization of the business men engaged in the business of posting, the manufacturer can lay his hands over the map of the continent.

A word to us, and sketches are prepared and shown, details arranged, and at a given moment, these Art Posters go up anywhere or everywhere he may select, and for as long or as short a time as he may desire.

"Laying on of hands" in the Poster way, requires neither faith nor superstition—its results can be mathematically demonstrated.

IVAN · B · NORDHEM COMPANY

Poster Advertising in the United States and Canada

8 West 40th Street

New York City

Bessemer Building

Pittsburgh · Pa.

Offices in Chicago, Minneapolis

Canadian Representative

THE WADSWORTH-NATHANSON CO.
TORONTO, CANADA

takes salesmanship of the first water.

"Also, we must show the dealer that our advertising establishes confidence in our goods which, if deserved, will lead to an ever-increasing business both for us and the dealer who features the line. But if he is to cash in on the advertising he must be just as familiar as we are with our quality and our reasons for the price we ask. And he must not only carry a good assortment but he must display it nicely, and he must have his store look neat and clean. All those things are necessary if the dealer, and in turn we ourselves, would profit by our advertising.

"When you stop to think that we ourselves can't profit by our advertising unless we have the dealer in position to make money out of it, you must realize what a big job the salesman has on his hands. Remember that, while the 'peddler' merely quoting a lower price has nothing to do with inducing the dealer to keep a better store, you men who sell this line find that a big and important part of your job.

"You must not merely sell him plenty of our goods at a higher price than competitors quote something 'just as good,' but you must be able to show him why and how he should keep store better. You must be able to prove to him that the way to build business is to learn the importance of quality merchandise and how to display it and how to talk it. Remember that not only you but the dealer must know how to talk our quality, because the advertising isn't going to sit up nights and work while the dealer or the house sleeps.

"Advertising is just a tool—a mighty good tool—not an automatic, perpetual-motion proposition. It's got to be used. And it takes a lot better salesman to go out and sell merchandise of quality that is advertised than to putter along and quote a lower price.

"The house which advertises its product has a direct financial investment which must be distrib-

uted over all the territories where it works, and each territory must produce its quota of business. Because of the advertising, the house has a right to expect a larger volume of business. This it is willing to pay for. It must do a certain volume to protect its investment in advertising.

"It must have the intelligent and active support of good dealers, and that means that if the house would get that support, it must first of all have men who are good merchants and good business men as well as good salesmen to tell that story to the trade.

"Now, the salesman who can do that is worth more to the house than the man who can merely dabble along and say: 'My stuff is just as good and it is two cents a pound cheaper.' That sort of a man is too almighty expensive.

"You may say that the advertised line gets to the point where its own momentum would carry it. But not far! No line of merchandise is absolutely indispensable. It keeps on the market only through constant work in marketing and advertising. Take the most staple branded lines and withdraw advertising and selling effort for a couple of years and chances are they would die.

"Instead of calling for cheaper men, the advertised line gives a greater opportunity to the real salesman. Of course, it has done much to do away with the old school of salesman who carried his territory in his hands and could shop around with his business.

"But the salesman of to-day who sells in a big way sells merchandise—not himself. He does not pretend to own his trade. He claims to know so much about merchandising and about business and about store keeping that he can take his proposition and put it up to the dealer in such a way that he can show him profits and can help him make those profits.

"The man who properly sells an advertised line has to know so much more about business in general, and his line in particular that he is just naturally worth a lot more than the other fellow."

Relocation Notice

We are pleased to announce the removal of our business to the

State-Lake Building, Chicago

Our publication has grown to such an extent that new quarters were necessary to give our readers the full benefit of our enlarged equipment.

In this new fireproof building with increased facilities including three new departments, we are able to give our nearly 200,000 subscribers the assurance that they are reading the most complete fruit journal in existence.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Editor

ROBERT B. CAMPBELL, Publisher

R. S. McMICHAEL, Eastern Manager
280 Madison Ave., New York City

Advertising Representatives
JOHN M. BRANHAM COMPANY

Chicago
Mallero Bldg.

Detroit
Kresge Bldg.

New York
Brunswick Bldg.

Roy Ring, Minneapolis

St. Louis
Chemical Bldg.

Atlanta
Candler Bldg.

Collier's

5 cents a copy
10 cents in Canada

NATIONAL WEEKLY

Collier's

VAN BRIGGLE PRODUCTS

Airplane Principle of Carburetion
Now Applied to Automobiles

AFTER FOUR YEARS of wide and successful use, Van Briggles Carburetors now embody (in the model P-Line) the new Van Briggles airplane principle of carburetion—bringing many added advantages of efficiency and economy to motorists.

This new Van Briggles Principle is as simple as it is effective. When the engine is started up

the increased velocity of the air through the carburetor automatically retards the flow of gasoline.

Instead of sucking in more fuel, the Van Briggles Airplane Principle Carburetor actually decreases the fuel supply. The faster you crowd the less gasoline you use.

When tested at the Aviation Repair Depot, Motor Speedway, Indianapolis, October 19, 1914, a Van Briggles Airplane Carburetor gave 14.5 minutes more running time per hour than the carburetor in general use for airplane service. This would mean an additional flying radius of about 100 miles.

In this same test the Van Briggles Airplane Carburetor showed a perfect stop with

from two to high, and more revolutions per minute. This same airplane principle is now available in Van Briggles Carburetors for Ford, Maxwell and Dodge automobiles and trucks. There is only one adjustment—no venturi valve, no jet, no needle or valve, no complicated float or stop-at-job—nothing to get out of order.

How to Install: Any garage man or automobile mechanic can install a Van Briggles in a few minutes. Where to Shop: Van Briggles Carburetors are sold by jobbers and dealers in automobile accessories and by general merchandise stores. We guarantee satisfaction.

If written you have not one needed, we will promptly return your purchase price upon receipt of return.



Ford \$10
Van Briggles Airplane Principle Carburetor



Van Briggles Carburetor



Van Briggles Shock Absorbers for Ford Cars

THE glancing of the Van Briggles Shock Absorber is from the cycle of the spring. When the job comes down the car spring compresses and the return to the shock absorber to compress the shock absorber spring. The return of the Van Briggles Shock Absorber causes the car to rise again. There is no change in the rate of the shock absorber for the reason that the line is joined at the same point as the upper part of the shock absorber.

The return of the spring to the return movement of the shock absorber. The spring line of shock absorber runs back on the top of the spring, which absorbs the return of spring force. There is nothing to break, spring, shock absorber or return valve. The complete set, including Ford, T & L, and L. and L.

\$18

TO THE TRADE: Van Briggles Products are sold to dealers through Motor Sales Representatives. We have no advertising proposition for retail outlets. Write the Co.

VAN BRIGGLE MOTOR DEVICE CO., INDIANAPOLIS, U.S.A.

More Than a Million a Week

—putting wings under your automobile hood

THE Van Briggles airplane carburetor won its wings last October.

The same principle, tested and proved, has since been embodied in a new automobile carburetor.

This principle and its product are being introduced to the great automobile-owning public this week through COLLIER'S by the announcement pictured on the opposite page.

The Van Briggles Company is depending upon COLLIER'S great publicity power to create for this new carburetor and its other products that *solid foundation of good will and consumer acceptance* upon which all permanent and progressive businesses are built.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than ~~a~~ Million a Week

Baltimore Is Not All Big Buildings and Busy Streets



Boat scene in Patterson Park. This park also contains the largest artificial swimming pool in the United States

BALTIMORE has more than fifty parks and squares with a total acreage of 2,306.24. An income of approximately \$510,000.00, derived from 9% of the gross receipts of the street railways company and other sources, is used for park purposes, exclusive of any loans for improvements or enlargements. Spread over every part of the city they afford welcome breathing space for the dwellers in this, the most densely populated city in the United States.

Q Summing up Baltimore's wonderful park system in terms of numbers and acreage conveys about as much idea of their charm and beauty—a beauty not exceeded by the parks of any city in America—as speaking of the particularly productive field of The Baltimore NEWS as over 100,000 net paid daily and Sunday "circulation". If "circulation" is all you want, The NEWS has it and more of it than any other daily paper in Baltimore. More than that, it reaches the homes of Baltimore in the EVENING, and is the only Baltimore paper carrying with it the fast, dependable telegraphic dispatches of the Associated Press THE SAME DAY THE NEWS HAPPENS!

For More Baltimore and Maryland Business
CONCENTRATE Your Advertising in

The Baltimore News

Over 100,000 net paid Daily and Sunday
The News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Hu

THE
ad
on the
on was
book p

The
was air
fit of a
—and l
explosi
that sh
drums

"Boo
are fift
he reve
a moss
cross-e
their m
secure
traditio
around
hands a
of con
would c
from m
facture
thing th
tity of
Somebo
from th
they an
claim t
as Gree

He J
ponent
But his
all been
INK art
with hi
a big c
bored.
pinned
ally he

"Do
that is
books a
ute mar
or soap
the wor
replied

"I kn
that ma

Human Interest Copy in Advertising Books

D. Appleton & Company Evolve Plan for Selling Books

By Harry Varley

THE weekly text book of the advertising world was lying on the table open at a page whereon was an article regarding books, book publishers and book sellers.

The Man-Who-Knows-It-All was airing his views for the benefit of all and sundry within range—and his voice was of the high-explosive, long-distance nature that shattered itself against eardrums like hail on a tin roof.

"Book publishing and selling are fifty years behind the times," he reverberated. "Publishers are a moss-covered bunch who get cross-eyed if they look beyond their noses. They are wrapped securely in the cotton wool of tradition; they spin precedents around themselves and tie their hands and feet with the red tape of conservatism in knots that would defy Houdini. They shrink from modern methods of manufacture and distribution as something that would destroy the sanctity of their neo-holy business. Somebody ought to blast them from the rocks of tradition where they are stuck like barnacles. I claim their methods are as dead as Greek or Sanscrit."

He looked around for an opponent to challenge his statement. But his impromptu audience had all been following the PRINTERS' INK articles and apparently agreed with him—except a little man in a big chair, who was apparently bored. This man the speaker pinned with a look. Metaphorically he flung a glove in the face.

"Do you know one publisher that is really progressive, that sells books as a modern, up-to-the-minute manufacturer sells machinery or soap or anything?" He hurled the words at the little man who replied quietly:

"I know one publishing house that manufactures sets of books

such as medical works. It employs about forty salesmen to cover the country. Each salesman must, and does, earn more than \$5,000 a year. They have carried the science of selling to a point where they sell seven doctors out of ten. When a new work is published a canvass is tried out in advance, worked over and over until it is proved conclusively that it will produce results. Finally the sales manager dictates a finished sales talk into a phonograph; records are made and sent to the individual salesmen so that they can put the record on their own machine and *hear* the sales talk with all the important inflections and modulations of the voice, the telling pauses; the worked-up climax that *sells* the goods. Each man gets this sure foundation for his own personality to build from.

"This house has a *printed* weekly house-organ. (Remember there are less than *fifty* men.) Sales contests with suitable prizes are a regular feature of selling. Reports covering every phase of the daily work, the calls made, the results, etc., are made by the salesmen in such form they would gladden the heart of any sales manager, and these reports are actually turned in regularly. Wouldn't you consider that selling 70 per cent of your prospects entitled you to be called progressive?"

BOOKS THAT ARE SOLD BY MODERN METHODS

The Man-Who-Knew-It-All subsided visibly. His answer was an affirmative generality. He had merely expressed the average opinion of all who have not studied the publishing business.

As a matter of fact, the publishers of books in particular fields,

and study. The story of the Publishers' Association is interesting but too long to be given here. Through years of work various plans were made but only recently has anything that was radical—a revolution of method—been attempted. This is the plan of D. Appleton & Company, which undoubtedly will mark a turning point in the publishing business.

This plan is national in conception, but for obvious reasons it has been localized for its inception. The New York city campaign embodies all the features of the proposed national campaign and can be visualized more easily.

The entire city was divided into districts according to the buying power of the residents—this being gauged by the rentals of the residences. For instance, Manhattan is divided into thirty-four natural buying communities; Bronx, twenty-four; Brooklyn, forty-three, Queens, seventeen, and Richmond, five.

LOCALIZED SALES EFFORT

These separate communities were canvassed for buying power, the degree of culture of the population, the newspapers they read and the stores they patronized. Immediately it was possible to eliminate some of the districts from consideration. For example, in one section there are 438,665 people, mostly foreign born; the rents average \$10 a month; the stores are small, poor and dirty. It would be foolish to devote sales effort to this section.

Another section includes Central Park West, Riverside Drive and the high-priced apartment houses where a single room averages \$50 a month. Here are 145,938 people, approximately 35,000 families, all of which could afford to buy books. Here effort could be concentrated.

In the sections chosen, every book store, newsdealer, drug, stationery or cigar store; the department stores, the hotel, railroad and subway stores were all listed on separate cards. Every potential outlet of distribution was covered.

In the meantime a book had

been chosen—"The Sagebrusher," by Emerson Hough. All concerned acknowledged the vital importance of choosing a good book but space forbids a description of the methods used to determine the *kind* of book to be sold, whether it should be a "high-brow psychological novel" or "popular fiction."

Newspaper advertising, descriptive circulars, a window cut-out and several other dealer helps were prepared. Portfolios showing the entire campaign were made up for the salesmen. Before the advertising appeared the salesmen commenced to work. The store cards were given to them in daily batches, routed so that they could make the greatest number of calls in the least time. The selling talk was written and each salesman was drilled in the art of presenting his story, making a quick sale and a prompt get-away. It was imperative that they should work fast.

Practically all the department stores saw the possibilities of the plan and by window and counter displays and other ways, entered heartily into the scheme.

The regular book sellers, who have considerably more vision than they receive credit for, realized that the Appleton plan would create more book readers and that eventually the book store necessarily would gain in a vastly greater proportion than the other stores.

The books were placed in the stores. Then the advertising was called upon to sell them.

THE RESULTS OF THE CAMPAIGN

At this writing, it is too early to estimate the full effect of the campaign, but the success of it is assured.

It is significant to note that coincident with the appearance of the advertising good sales were reported from all sections, by the regular dealers who were probably selling to regular book buyers, and by newly-created book dealers, who were undoubtedly selling to new book readers. One of the few book sellers who had not heartily endorsed the plan (a

large, influential store catering to people of culture) was obliged to double his original order within two days from the opening of the campaign.

Letters were received from many sources, indicating that people who did not ordinarily read books had been influenced by the advertising to buy a copy of "The Sagebrush." One publisher, selling reprint novels, was so impressed with the plan he forwarded a full description to each of his twenty salesmen with advice to "cash in" on it. Considering the peculiar nature of the publishing business, where rival manufacturers retail each other's products, the co-operation was marvelous.

To prove results we must compare the sale of this book with previous books by the same author. In the New York district, though the campaign at present is only half run, the sales of this book are *four times* greater. That should indicate the possibilities of the Appleton plan.

The Appleton plan will make more book readers and sellers for *all books*. When a certain number of the big cities have been covered, it will be entirely feasible to advertise one or more books in national magazines.

There would be "waste" circulation, it is true, but enough prospects could be reached to make it profitable.

CHANCE FOR UNITED EFFORT

The Booksellers' Association could take up the work and advertise books, the joys of reading them and the instruction and pleasure to be gained from them. Advertising has made us a nation of magazine readers. Advertising could make us read and own books. There is no doubt that if the right man came along with the right plan the book publishers could be converted to national advertising and if they were, the old traditions would vanish, the Rip-Van-Winkly dealers would wake up from their long sleep and a new lease of life with the happiness of achievement would be thrust upon them.

Byoir and Hart in Partnership for Foreign Service

Carl Byoir and Charles S. Hart have formed a partnership to engage in foreign sales and advertising service, effective May 1. The new company starts with offices in London, Paris, Rome, Geneva, Stockholm, Mexico City, Buenos Aires and Shanghai.

Mr. Byoir, until recently, was associate chairman of the Committee on Public Information in charge of foreign propaganda as well as being actively connected with the Division of Advertising of the Committee on Public Information which did such able work during the war.

Mr. Hart was in charge of the film activities of the Government, both in the United States and foreign countries.

Frank Seaman Adds to Organization

Frank Seaman, Inc., New York, announces the following additions to its staff: John H. Klingensfeld, formerly of McGraw-Hill Co., New York; Martin Prehn, formerly of Blackman-Rosa Company, New York; J. C. McMichael, formerly of N. W. Ayer & Son, Philadelphia; George Mitchell, formerly of the Tracy-Parry Company, Philadelphia, and William Zinc, formerly advertising manager of Stern Bros., New York.

F. R. Farnham With Rex Wadman

Frank R. Farnham, formerly sales and advertising counsel of Hollister-White & Company, Boston, and previously sales and advertising manager of the Gibson-Hollister Company, also of Boston, has joined Rex A. Wadman, Inc., New York, as vice-president.

Mr. Farnham was at one time in the service department of the McGraw-Hill Company, New York.

E. R. Walker With Mallory, Mitchell & Faust

E. R. Walker, recently returned from the Service, has been added to the copy staff of Mallory, Mitchell & Faust, Chicago. Mr. Walker previously was in charge of the Chicago copy service department of the Simmons-Boardman Publishing Co., and before that was with the International Harvester Company.

A. G. Newmyer Associate Publisher of New Orleans "Item"

Arthur G. Newmyer, for the last eight years business manager of the New Orleans *Item*, has been appointed associate publisher.

The PRINTERS' INK Statute, in standard form, has again been introduced in the Florida Legislature.

More data about Philadelphia

"The City of Homes" stands FIRST in the U. S. in the number of dwellings owned by their occupants.

Half a million Philadelphians are share holders in about 1,200 Building and Loan Associations.

More than 392,000 dwellings shelter, and about 16,000 manufacturing places employ, about 700,000 male and 350,000 female workers.

48,000 store-keepers provide distribution through wholesale and retail channels.

Over three million people live in the Philadelphia metropolitan district.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the Philadelphia newspaper "nearly everybody" reads—

The Bulletin

*Net paid average
for March*

448,979

*Copies
a day*

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by "The Bulletin."

TRACTOR MANUFACTURERS:

*This is a frank rap
on your door*

WE (*editorially speaking*) greatly enjoyed our visit to the Fourth Annual Tractor Show at Kansas City. We went out primarily in the interests of one of our clients who has very successfully advertised lubricating oils in tractor publications.

We have thought off and on that we would like to work with a first-class tractor manufacturer. Now we are sure of it.

Hence this advertisement.

The tractor manufacturer we would like to meet is at the present time producing anywhere from 2,000 to 20,000 machines.

Since the tractor is still in the process of evolution, he is still putting in overtime on study and experiment.

He is not being buffaloed by freak designing ideas. He is not frightened at price competition.



Blackman-Ross

ADVERTISING



He is watching service. He is trying to cut down the distance between the farmer and spare parts. He is instructing his customers in correct tractor operation.

He knows that one step ahead is to convert those skeptical farmers who have in mind the crudity of past tractor manufacture.

Most of all—he is not letting the early flush of enthusiasm lead him into rank overstatements about horse-power or plow-pulling capacity.

We believe that we can help him. We invite him to write.

Company **New York**

95 MADISON AVE.

Dominate the Chicago Market Through the One Dominant Chicago Newspaper

Chicago is probably the *easiest* big city in America to cover through advertising

Here the advertising dollar can be made to do its work *completely*, without waste and without loss.

It can be made to do this because this great market is dominated by *one newspaper*.

The Chicago Daily News is read by 77.7% of the residents of Chicago who can read the English language. Seven out of every nine persons in Chicago whose business you want can be reached through The Daily News.

The Daily News is your opportunity to sell the great Chicago majority with one appropriation. By putting your *entire* campaign in The Daily News you concentrate on those who are able to buy. At a single cost you place your selling message before 77.7% of the entire market. To reach the remaining 22.3% you must increase your appropriation two or three times over.

Does their business justify it? Are the few worth more than the many? Is it wise to scatter your fire when you can reach the *dominating majority* at *one cost* through the *one dominating medium*?

The Chicago Daily News offers a completely equipped merchandising service to advertisers and agents. This department proceeds upon accurate, definite knowledge of the market, and its co-operation and reports are not tinged by self-interest.

Responsible advertisers and agents everywhere are invited to put their Chicago merchandising problems up to The Daily News.

THE CHICAGO DAILY NEWS

Some

A
page
can
quick
of in
unfo
smili
sel i
draw
posse
pacit
titlin
hono
ad, b
techn
edge
nishe
pictu
in li
is fr
one
certa
accu
diagr
of pi
tions
centr

FIG. 1-

Readi
such
space

Diagrams That Tell the Story Quickly

Some of the Ways Employed by Advertisers to Get Instant Attention

By Charles Kaye

AS supplementary illustrations to a magazine or newspaper page, the right kind of diagram can be made to tell its story quickly and with a degree of impressiveness of which unfortunately the face of a smiling and ingenuous damsel is often devoid. Such drawings may not, of course, possess the requisite capacity to focus attention entitling them to the seat of honor at the top of the ad, but they appeal to one's technical thirst for knowledge—and the plain unvarnished truth. For while a picture, whose chief object in life is to attract notice, is frequently doctored up, one usually associates a certain degree of scientific accuracy with blue prints, diagrams and related types of pictures. Observe the illustrations clipped from a two-colored centre magazine spread of Aladdin

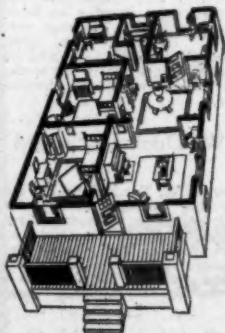


FIG. 1—LAYS A HOUSE INTERIOR BARE AT A GLANCE

Readi-Cut houses. There were four such diagrams, each occupying spaces not more than two inches

square. The other pictures on the page were photographic reproductions of Readi-Cut bungalows—set on neat garden plots with well-

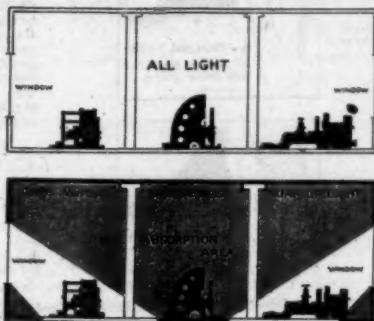


FIG. 2—A DIAGRAM THAT MAKES THE STORY AS PLAIN AS DAY

trimmed shrubbery, trailing vines and window boxes—showing precisely how the homes should look after a year or two's landscape work. But the man who contemplated purchase knew he wasn't getting all the hollyhocks and clematis. Moreover, he wanted architectural details—the innards—which the photographs did not show.

It was probably with a realization of this fact that the company designed this combination of elevation and floor plan giving a diagonal cross sectional view. The heavy partitional lines indicate the physical structure of the house, but the prospective purchaser is also able to get an idea of the way things look inside with the furniture, rugs and pictures all harmoniously arranged.

Fig. 2 contrasts the interior of a well-painted factory with one where the wall and ceiling surface absorbs the natural light. To

the factory manager accustomed to studying charts of production it tells its story more graphically than the somewhat overworked wash drawing of contented shop mechanics who have discarded their Kryptoks since the factory was painted.

The three diagrams taken from a recent Wizard Foot Appliance



FIG. 3—ILLUSTRATIONS THAT MAKE IT EASY FOR A LAYMAN TO UNDERSTAND A SOMEWHAT TECHNICAL SUBJECT

advertisement add a touch of scientific precision to the copy. The illustration at top, while closely related to the main subject was designed no doubt primarily to attract the eye. But it is the three line drawing diagrams which show how the appliances are adjusted to relieve certain foot troubles, that create an air of professional confidence around an article sold by retail shoe dealers.

Diagrams often enable the advertiser to tell at a glance a story that would otherwise require sev-

eral pages of unexciting reading. They enable him to express mechanical details in a manner clear and understandable to the average man. And because of association they invest one's copy with an air of exactitude and truth—a quality particularly desirable, now as ever.

Sample of Wall Paper Shown with Advertising

The T. Eaton Company, Limited, of Toronto, recently attracted attention to its wall-paper department by printing a newspaper advertisement on the back of wall-paper stock, made in extra long special rolls to conform as nearly as possible to the press rolls. On the reverse side was a regular wall-paper design, which was one of the specials marked for particular notice in the advertisement.

C. F. Rouze Joins General Motors Truck Co.

C. F. Rouze has been appointed sales promotion manager of the General Motors Truck Company, Pontiac, Mich. He was formerly sales manager of the Knox Motors Associates, Springfield, Mass., and served as western supervisor for the United States Motor Company and the American Locomotive Company, when the latter company was the builder of the Alco truck.

An Advertising Class at Camp Sherman

Lieutenant Gordon MacEdward, former Detroit advertising man, has been instrumental in forming an advertising class in the Camp Sherman vocational schools. Speakers from advertising clubs in Cincinnati, Cleveland and Columbus have assisted in the work. Lieutenant MacEdward is directing the course.

H. W. Dunk Discharged from Army

Howard W. Dunk, formerly sales and advertising manager of the American X-Ray Equipment Company, New York, has been appointed commercial manager of the International Radio Telegraph Company, of the same city. Mr. Dunk has just returned after sixteen months with the Sanitary Corps.

P. C. Gunion With General Motors

P. C. Gunion has been appointed advertising manager of the Industrial Divisions of the General Motors Corporation.

H. M. Bourne With New York Agency

Humphrey M. Bourne has become associated with Gardiner & Wells, Inc., New York, as chief of copy and production.

For the last four and a half years Mr. Bourne has been a member of the Erwin & Wasey organization, Chicago, having joined that concern as copy writer when it was first organized as Wasey & Jefferson.

He was a member of the copy staff of N. W. Ayer & Son for five years, and later advertising manager of the Buffalo Specialty Company, Buffalo, maker of Liquid Veneer products, and for some years was a member of Lord & Thomas' copy department.

Death of John E. Powers

John E. Powers died at his home in Hartsdale, N. Y., on Sunday, April 20. He was in his eighty-second year.

At one time Mr. Powers was the most famous writer of advertising in the United States. He was the first person to be employed exclusively to write advertisements. This was in 1880—thirty-nine years ago this month—when he began his association with John Wanamaker. In a review of the Wanamaker advertising made three

years ago for PRINTERS' INK, G. H. Cilley, advertising manager of the store, had this to say about John E. Powers:

"In the history of the Wanamaker business the John E. Powers administration is famous, for he was a most forcible man and wielded a powerful pen. It was his habit to write the advertisement of from two to eight columns in regular single-column style, very much on the order of the old-style editorial page in the newspaper. He used no headlines, but put his force into the pungency of paragraphs."

In 1886 began Mr. Powers' connection with George A. Macbeth, of lamp-chimney fame, and here, also, he placed the stamp of his personality on the advertising. Other advertising that he wrote was that of the Rogers Peet and Vacuum Oil companies.

Mr. Powers was the father of John O. Powers, of the John O. Powers Company, New York advertising agency.

Rosenberg Paper Company Has New Name

The Rosenberg Paper Company, with headquarters in Chicago, has changed its name to the Cromwell Paper Company. The officers are: Carl H. Weil, president; Joseph Seaman and Cromwell Jones, vice-presidents; Joseph Weil, secretary and treasurer.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Sales Managers Who Have to Be Managed

This Salesman Has Had an Unfortunate Experience, Covering a Score of Years—Some Men Hold Down Position of Sales Manager but Are Managed by the Men under Them

By an "Old Timer"

IN the twenty years or more that I have read **PRINTERS' INK**, I have read many articles about managing salesmen, but never a one about Managing Sales Managers.

I should like to read an authoritative article on that subject.

Glancing back over my own experience, I remember only one that was a real sales manager. The rest of them kept us salesmen too busy managing *them*.

There was the one that was so busy seeing how close a bargain he could drive with his salesmen that he couldn't see that he always lost the best that came his way and only had a lot of boobs on his staff. (When will business men as a class wake up to the fact that the more chances they give their salesmen to make money, the more money they themselves will make?)

Only the other day it made me so weary to have a friend complain that their salesmen were making too much money. Business was booming and he begrudged the salesmen's sharing in the new prosperity.

Then there was the sales manager who wanted to make me over—over into a lick-spittling hypocrite. He seemed to have no idea that I might have ideas and ideals of my own!

One business I was connected with had a man sent on who didn't know the first thing about it. He was a likable fellow, but he seemed to have the idea that if he accepted any suggestions from anyone, it would be belittling him and acknowledging his in-

feriority. As a consequence, he hasn't even yet made the business pay, although by sheer luck he manages to hang onto his job.

But of them all, deliver me from the temperamental cuss, the one who plays favorites, who stands for any "advance money" touch as long as his favorite pats him on the back and calls him by his first name, and who takes every opportunity to hand over to his favorite the commission belonging to another man. He's the worst.

I like to remember the real sales manager I mentioned at first. He handled us, there were just a few of us, like human beings. And everyone differently. He pitted a couple of fellows who were jealous of each other, one against the other, telling each about the orders the other brought in. Other men he would pat on the back. If you tried to make a sharp deal with him, he had his teeth bared to bite back. On the contrary, if you tried to treat him right, to be loyal, to look after his interests as if they were your own, he was as generous or square as you could ask.

I take off my hat to him, after all these years.

F. M. Bell Joins "Southern Ruralist"

Fred M. Bell, for seven years connected with the advertising department of the *Progressive Farmer*, has been appointed advertising manager of the live stock department of the *Southern Ruralist*. Mr. Bell was in the Service as Camp Quartermaster, at Camp Sheridan.

Returns to Former Position on Being Discharged

A. C. M. Azoy, Jr., has been discharged from the Coast Artillery Corps, in which he held a commission as first lieutenant, and returned to his old position in the copy department of the Street Railways Advertising Company, New York.

W. C. Walsh With "Magazine of Wall Street"

William C. Walsh is now engaged in promotion work for *The Magazine of Wall Street*. For the last year he was with Albert Frank & Co., New York. Prior to this he was doing promotion work for several New York newspapers.



Individuality

To many it conveys a message of good cheer.

To many it stands for pure enjoyment.

To many it is agreeably stimulating.

To many its saneness is refreshing.

To many its aims and policy make an inspiring appeal.

To ALL it is a magazine of practical helpfulness.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

The Paul Block Inc. Organization

An Impression From a New Member

By William C. Freeman

I thought I had a pretty good slant on what hard work means, but never did I realize, until the past three weeks, how much can be accomplished by an organization of hard workers who are likewise intelligent, resourceful, loyal and ably directed.

If there was ever a STEAM ENGINE employed in the business of representing publishers, it is the Paul Block Inc. Steam Engine.

Every individual in the organization, man or woman, is a big part of this composite Steam Engine—and all parts harmonize in keeping the Engine in splendid running order.

It is a Steam Engine unusual in that it is able to run over several roads at the same time, for representatives of Paul Block are everywhere in America, keeping constantly in touch with advertisers, advertising agencies, advertising managers and sales organizations—and they are everlastingly in quest of NEW BUSINESS seeing and interviewing and suggesting advertising plans to manufacturers and their sales organizations who should, but do not yet advertise.

There are 72 co-workers in the offices of Paul Block Inc. and it costs over \$6,000.00 per week to maintain this organization. Over \$300,000.00 a year. Just think of it!

There are seventeen men who travel from the New York Office; there are nine men who travel from the Chicago Office; there is a Boston Manager for the New England territory; and there is a Detroit Manager for that teeming and progressive section of the U. S. A.

Every man is an experienced salesman as well as a close student of modern advertising and salesmanship methods.

They are instructed by their Chief to go anywhere and everywhere to dig up advertising for the publishers whom they represent.

If there is the remotest chance of getting business from John Jones, manufacturer, no matter in what section of the country he is located, the orders are "go and see John

Jone
busin
N
high
of s
publ
ther
tribu
in th
A
Inc.
peri
and
sales
agen
work
pily-
I
spiri
I
with
much
conf
us t
CO
H
stor
it; b
their
settl
T
acti
may
som
the
of f
own
I
repr
side
I an
of t
glac
so r

Jones and show him how advertising will benefit his business."

Now, a force of 28 men, all of them highly trained and highly paid, each and every one of them backed by years of successful experience, must, of necessity, serve their publishers intelligently and profitably. But they go further than rendering service to their publishers; they contribute mightily to upbuilding and dignifying advertising in the business mind.

As I have intimated, I have been with the Paul Block Inc. Organization only three weeks—and yet during that period I have been in Chicago, Cleveland, Philadelphia and have written and talked reams on advertising and salesmanship—have interviewed many advertisers and agency men—and to tell you the honest truth I never worked harder, faster, more enthusiastically or more happily—and, I hope, resultfully.

I mention my own experience only as indicating the spirit of the entire organization.

I find myself in an organization where personal contact with fellow-workers—men and women—gives me a very much broader view of advertising. I find that frequent conferences, where all of us express our views freely, help us to decide on a course of action **THAT IS THE COURSE OF ACTION FOLLOWED BY ALL.**

Here is a case in point: After I had written this little story and suggested that it be published, Mr. Block vetoed it; but, nevertheless, it was submitted to his associates for their opinion and when the majority voted to print it, that settled it.

Team work is the big factor. We all know that we are acting as ONE, no matter where in the country any of us may be. One man does not say one thing and another some other thing. There is intelligent action all along the line. All present their case from the same premise of facts, but each, of course, uses his own language and his own method of presentation.

I never before quite grasped the full force of special representation of publishers. I was on the publishers' side of the fence myself for many years and I know what I am talking about. But I take off my hat to the efficiency of the Paul Block Inc. **STEAM ENGINE**—and I am glad to be affiliated with an organization which is doing so much to stimulate and to elevate advertising.

Foreign Advertising

We do not merely place copy in foreign publications, but develop advertising campaigns abroad on the same comprehensive and intelligent plan that a domestic agency would prepare for the home market.

Our staff is comprised of men of international reputation in their particular fields. Their experience is derived from years of travel and merchandising in the four corners of the earth.

We are pioneers in the United States in foreign advertising. For 15 years we have been building business for America's largest industries.

If you have a product to sell for export, we are prepared to consult with you, by appointment.

Then ask our many clients.

We do not handle domestic advertising.

Foreign Advertising and Service Bureau
234 Fifth Avenue **New York**

Bri

A Ca

A T

Gener
somev
along
perity
sights
pose
Empl
of La
intens
This
turnin
jobs f
and b
Ameri
once r
to ent
our r
perity.

Brie
ment
fashio
course
specifi
done i
in the
in the
Servic
care i
work
of the
they a
examp
that
"mach
ployme
lent n
fied m
tent
mean
ployme
possibi
sincere
service
dustry

The
multan
require
of me

*See
37, eat
Spirit t

Bringing Men and Jobs Together Through Advertising

A Campaign by the United States Employment Service to Stimulate Business, Create More Jobs and Place More Men

ATTACKING General Confusion, General Hesitation, and General Timidity from an angle somewhat different from that along which the National Prosperity Campaign is training its sights,* but with a common purpose in mind, the United States Employment Service, Department of Labor, is also engaging in an intensive advertising campaign. This campaign is to place the returning soldiers and sailors in the jobs for which they are best fitted, and by this means to help place American industry and commerce once more soundly on its feet, and to enter it with a flying start in our race for nation-wide prosperity.

Briefly, the work of the Employment Service is conducted in this fashion: The first task is, of course, to list the men and their specific qualifications. This is done in France, on the transports, in the demobilization camps, and in the United States Employment Service offices and bureaus. Great care is taken in this preliminary work to register against the names of these men only such work as they are really proficient at. An example — extreme perhaps — is that out of approximately 150 "machinists" examined by the Employment Service for an equivalent number of jobs open to qualified men, it approved as competent only three. This does not mean that the United States Employment Service is setting impossible standards, but that it is sincerely trying to render real service both to the men and to industry.

The second task, carried on simultaneously, is to list the exact requirements of employers in need of men.

*See article in April 17 issue, page 37, entitled "Advertising the Go-Ahead Spirit to Stimulate Buying."

The success of the Employment Service is evidenced by the fact that while approximately 35 per cent of the discharged soldiers leave the army without prospect of positions, it has been able, with the co-operation of welfare organizations, churches, and chambers of commerce, to place 80 per cent of these discharged men in the positions they are best fitted to fill.

The purpose of its advertising campaign is, first, to secure the unreserved co-operation of the employer, and, secondly, to stimulate the creation of jobs. In fulfilling this latter purpose it is traveling along identically the same path as that pursued by the National Prosperity Campaign.

The copy, comprising a series of twenty-four advertisements which are being sent out to newspapers and other publications, well illustrates the two-fold nature of this appeal. These are some of the headlines:

UNTOLD MILLIONS WASTED BECAUSE THE
RIGHT MAN AND RIGHT WOMAN ARE
VAINLY SEEKING FOR THE RIGHT JOB

NO SUCH THING AS OVER-PRODUCTION; IN-
EXPERIENCED LABOR INCREASES COST.—
DON'T ROCK THE BOAT BY CHANGING JOBS

PEACE AND FLENTY

GOOD TIMES AHEAD

BUSINESS IS GOING AHEAD

The financial difficulties with which the United States Employment Service was threatened by the failure of passage of the Urgent Deficiency Bill have in large measure been met by the co-operation of individual States, cities, welfare organizations, chambers of commerce, labor unions and private individuals. The chief difficulty it now encounters is the holding back on the part of industry and commerce. Its campaign is, therefore, primarily di-

rected toward the stimulation of business in general, and this is where it fits in with the National Prosperity Campaign.

One of the most striking pieces of copy toward this end is quoted below. It is directed particularly to building trades, and is headed:

**"THE WAY OUR SOLDIERS FOUGHT
MADE ME TEN TIMES PROUDER
TO BE AN AMERICAN."**

—CHARLES M. SCHWAB.

"The way these same soldiers will work when they return to civilian life will make you proud that you have given them a job. War has changed conditions which existed. We cannot turn the clock back. People have traveled more and will continue to do so by the very nature of things.

"Immediate resumption of building activities is necessary to the life of the nation, and to take up the slack of inadequate living accommodations. The fact that nearly 5,000 additional hotel rooms were thrown open to the public in one week in New York City by the opening of two of the largest hotels in the world, and in spite of this fact rooms were at a premium and unavailable, shows in a concrete case the need of hotel, apartment and home building activities.

"Delay in the construction of much needed apartment buildings will accomplish no good. The opportunity for investment is retarded, money is idle and people are left without suitable living accommodations.

"The normal activity of building operations will facilitate the transition of general industry from a war to a peace basis, and provide employment which will 'make us ten times prouder to be Americans.'

It will accomplish little to sit idly by and hope that in some mysterious way conditions will change back to those existing prior to the war—in the vernacular—'It can't be did!'

"The much talked of readjustment period is at hand. Industry must readjust itself to new conditions of labor. The man who

thinks wages should be reduced is trying to be a reactionary in a world of progress.

"\$100,000,000 should be put to work immediately to build much-needed schools. This is a necessity which the price of labor and materials should not affect, and in which money finds a respected use.

"Thousands of our soldiers and sailors have become outdoor workers, and through the U. S. Employment Service with its Bureaus for Returning Soldiers and Sailors others are available for jobs in building construction. Will they get them? Yes! for we know Americans as Americans by their alacrity in responding to a common service call."

The American Association of Advertising Agencies has endorsed the campaign, and through its secretary is transmitting the portfolio to advertising agencies and advertising clubs, requesting their co-operation. As a matter of fact, advertising clubs in many cities have for many months been giving the heartiest co-operation to the United States Employment Service, a notable example being The Advertising Club of St. Louis.

Alexander D. Chiquoine, Jr., is Director of the Division of Information of the United States Employment Service. William J. MacInnes is Chief of the Advertising Section. New York headquarters are at 220 Fifth avenue, New York City.

Three New Men With Blackman-Ross

Frank Farnsworth, S. A. Moss, and Walter R. Bylund have joined the Blackman-Ross Company, New York.

Mr. Farnsworth for a considerable time was in charge of the Detroit office of the J. Walter Thompson Company, and later was with the Thompson organization in New York.

Mr. Moss was formerly with Frank Seaman, Inc. He will be in charge of the layout work in the art department, and will also act as the general assistant to the art manager.

Mr. Bylund was formerly advertising manager of the Hyatt Roller Bearing Company. He joins the copy staff.

J. A. Callahan, advertising manager of the San Francisco *Examiner*, has also been appointed business manager of this paper.

G

T
In
man
wher
what
are
every
teres
con.

Ve
ager
the s
up to
and i

In
price
side
the c
indus
by ta
of c
avera
under

Th
the m
every
be in

Wh
power
goods
a red
in the
more
by a
profit
enough
itself

Ho
new
a year
on m
soarin
a big
manu
ern n

Inst
detect
Orr
overa
factur
A b
tomer

Getting the Trade's Help in Determining the Price

Sweet Orr Develop Unique Plan of Stabilizing Market

By Roy Dickinson

THE definitions of price are legion. Webster has his, many manufacturers have their own, and when it comes to a question of what constitutes a fair price there are many learned economists in every firm who can spend an interesting day discussing it pro and con.

Very often the advertising manager takes too little interest in the selling price, saying that it is up to the factory to fix the price and not his job at all.

In some markets, however, the price is fixed by conditions outside the business entirely, as in the case of chewing gum; in some industries the price is determined by taking the prices of a number of competitors in the line and averaging them or going a little under.

There is one feature of fixing the retail price, however, which every advertising man is or should be intimately concerned with.

What is the present purchasing power of the class to which the goods are to be sold, and would a reduction bring the goods within the purchasing power of enough more people who could be reached by advertising to pay greater profits, would a lower price save enough selling expense to pay for itself?

How will the dealer take our new prices, was the big question a year or two ago when prices on many advertised articles were soaring. What is a fair price, is a big question to-day, and one manufacturer has adopted a modern method of trying to find out.

Instead of a debate, a force of detectives or a convention, Sweet, Orr & Co., one of the largest overall and working-clothes manufacturers, sent out a questionnaire.

A large proportion of their customers are laborers and mechan-

ics, and though a great deal has been written about the high war-time wages, living costs are still high, and economy is practiced. With a quality product sold primarily to union-labor men, this company wanted to find out several facts about the trade. Were men willing to pay the high price to get quality, or were they drifting to cheaper cloths and workmanship at a lower price?

What was the mental attitude of the consumer toward overall prices? Prices were still almost 100 per cent above pre-war prices, due to the high cost of material, but approximately 50 per cent below the peak quotations of \$3.50 and \$4 reached last year.

DEALERS ANSWER THESE QUESTIONS

To discover at first hand actual facts about the market, a carefully prepared questionnaire was sent out to the leading retailers handling overalls, in which the following questions were asked:

1. Is your overall stock—
Low
Normal
Overstocked
 2. What is the highest price you sold overalls at in 1918?
 3. What is your present price?
 4. Does the consumer buy readily or are you having trouble in selling your customers? In general, what is his attitude regarding overall prices?
 5. Are you customers continuing to buy high-grade Sweet-Orr overalls or turning to overalls of cheaper cloths and workmanship at a lower price?
 6. At present and indicated rate of sales, how many weeks' supply of overalls have you on hand.
 7. Have you any fixed policy to guide you in purchasing overalls for immediate or later delivery?
- M. Arthur Davenport, general

manager for Sweet, Orr & Co., says that the response was more than gratifying. The returns indicate that the worker is now willing to pay \$2 a pair for overalls, but does not want to pay more.

"The trade is working toward a two-dollar overall," said Mr. Davenport, "and when it strikes that level it will probably be a rock foundation for future business.

"At a wholesale price of \$1.62 to \$1.70 wholesale there is little profit in this price, unless the cost of materials comes down, but I believe the two-dollar price indicated by the return of our questionnaire will be a big thing for the trade; it will jog us all out of a certain slackness which came into the trade during the war period.

"There is a good psychological effect in a standard price which keeps business moving.

"Wages are apparently not coming down, but a big item in selling cost is distribution, and economies can undoubtedly be found along those lines."

The answer to several of the questions obviously gave the manufacturer a valuable insight into the amount of stock on hand, the most likely time for the next call of the salesman in the territory as well as a general survey of the state of the business.

In answering question Number Four concerning the attitude of the consumer toward overall prices, retailers were consistent in reporting that the buyer had \$2 a pair fixed in his mind as a fair price for good overalls, but that at a price higher than that he would start shopping around for cheaper merchandise.

As the questionnaires were not sent out broadcast, but only to a carefully selected list of the retailers who are big and important enough to know and influence public opinion in the largest trade centres, this method of getting information from the man who actually faces the customer is apparently a surer method of finding a fair price than the guessing contest plan still employed to some extent by certain groups of manufacturers.

Sphinx Club "Victory Dinner"

The Sphinx Club held a "Victory Dinner" at the Waldorf-Astoria, April 15th, in celebration of the magnificent part which advertising has played in the war. The speakers were United States Senator Geo. A. Chamberlain, retiring Chairman of the Senate Committee on Military Affairs; Brigadier-General F. T. Hines, Chief of the Embarkation Service; Dr. Percy Stickney Grant, of the Church of the Ascension, New York City, and Colonel Henry W. Hodge. George Ethridge presided at the dinner. Others at the speakers' table included Charles Dana Gibson, Morgan J. O'Brien, Sir Charles Henry, Major-General Thomas H. Barry, Major-General David C. Shanks, Martin Vogel, George Gordon Battle and ex-Governor Charles S. Whitman.

All the officers of the Sphinx Club were re-elected for the following year. They are: George Ethridge, president; Preston P. Lynn, R. F. R. Huntsman, Dan A. Carroll, vice-presidents; Thomas A. Barrett, secretary; Robert Stuart Scarborough, treasurer; and an Executive Committee composed of the following members: N. C. Kingsbury, W. R. Hotchkiss, Clarkson Cowl, Samuel Moffitt, Corbett McCarthy, Edmund D. Gibbs.

Experts Will Help Plasterers Do a Good Job

An advertising campaign in behalf of Elastica Stucco has been launched by the U. S. Materials Company, of Chicago. A complete plan for co-operation with dealers has been worked out. Dealers will be encouraged to use electro-types of advertisements addressed to the consumer. All dealers will be furnished with a large sample cabinet containing more than sixty different finishes of the stucco. Expert plasterers will be supplied by the company to assist local contractors in making the first job or two of Elastica a perfect specimen of workmanship. They will be the expert instructors in the application of that building material. An effort will be made to sell house-owners and consumers on the value of coating frame houses with the stucco.

Baker Returns to D. O. Haynes & Co.

W. D. Baker, a first lieutenant in the Air Service, has been discharged, and has returned to his former position of advertising director of D. O. Haynes & Co., publishers of the *Soda Fountain*, *Drug Trade Weekly*, and the *Pharmaceutical Era*, New York.

Appointments by Conde Nast

Conde Nast has appointed Warren Kelly advertising manager of British *Vogue* and M. Abbott Kimball advertising manager of Spanish *Vogue*.

E. C. Conover has been made advertising manager of *House and Garden*.

E.

New
Chica

—your obligation to the retailer

Mr. Manufacturer, do you think that your responsibility ceases when you have sold the wholesaler? Or do you consider that your responsibility continues even beyond the retailer to the consumer?

You cannot get along without the retailer. Now isn't it only common sense to give him, and the jobber too, the most effective cooperation?

What better cooperation can you give than creating or increasing consumer demand exactly in territory where you have induced merchants to stock your goods?

Indeed, when you scatter your advertising through national mediums reaching many, many places where you have not a nickel's worth of distribution, are you playing fair with those retailers without whose support your business could not live?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

Would You Answer an Advertisement in an English Paper?

POSSIBLY—Not likely. But when you see the same advertisement *in your own* paper—oh, that's different. Then you know that there is an organization behind that advertisement ready to serve you—prepared to see that you get the *goods and the service*.

¶ In the same way Canadians do not consider advertisements in "foreign" publications addressed to them—nor, as a matter of fact, are they.

¶ You cannot hope to cultivate Canadian trade properly, efficiently, nor get adequate results from that country, unless you advertise to Canadians in their own papers.

¶ If you have a "certain amount" of business in Canada—develop it—advertise in the Daily Papers of Canada.

¶ Tell Canadians that you want their business—tell them through the newspapers they read every day.

¶ Canadian trade is worth *special* effort.

¶ You will be justified in spending 10% of your advertising appropriation in Canada. For although the population of Canada is less than some other countries, the average and aggregate consuming and buying power of her citizens is not equalled by a like number of people anywhere on earth.

¶ Canada is growing—growing in numbers, wealth and industry.

¶ It will pay you now and eventually to gain the custom and good will of Canada. It will pay you—as it is paying others—to advertise in

The Daily Newspapers of Canada

Spend 10% of Your Appropriation in Canada

Halifax	53,000	Herald and Mail	Winnipeg	225,000	Free Press Tribune
St. John	55,000	Standard Telegraph and Times	Regina	26,105	Leader
Montreal	750,000	Gazette Star	Saskatoon	21,054	Phoenix
Quebec	100,000	Telegraph Le Soleil	Calgary	56,302	Herald
Ottawa	101,795	Citizen Journal Dailies	Edmonton	53,794	Bulletin Journal
London	60,000	Advertiser Free Press	Vancouver	120,000	Province Sun
Toronto	525,000	Globe Mail and Empire	Victoria	45,000	Colonist

F R E Y

The artist and the business man have always found it difficult to adjust their profoundly different points of view. And they always will. The Frey organization was the first to solve this difficulty—in the mutual interest of good art and good business—the first to harness art to advertising in a practical way.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 SOUTH MICHIGAN AVENUE
CHICAGO

N

Ano

W

the
After
"doc
"Chi
tising
wort
paper
field
artic
patie
the
speci
whet
as in
on f

In
patie
be, r
the v
succe
once
copy
opini
prop
cally
expre
men
consi
than
partn

Juc
and f
both
Chief
The
far—
all, n
the
enter
while
possib
the
writte
ful de

A
vertis
a mo

Newspaper Training Plus Advertising Experience Makes Copy Writers

Another Advertising Man Rises in Meeting to Tell What Reporting Has Done for Him

By an Ex-Newspaper Reporter

WHEN doctors disagree it is not a bad idea to consult the patient regarding his ailment. After reading the opinions of "doctors" G. A. Nichols and "Chief Copy Writer of Advertising Department," anent the worth or worthlessness of newspaper writers in the advertising field, the humble inditer of this article feels very much like the patient who lies unconsidered on the operating table while two specialists argue the point of whether he should be discharged as in perfect health, or operated on for water on the brain.

In such cases the opinion of the patient, while unimportant, may be, nevertheless, sound; and as the writer is now a more or less successful copy writer and was once a newspaper reporter and copy editor, he feels that his opinion might possibly strike a proper balance between the radically diverse opinions previously expressed in regard to whether men of his training are to be considered real "finds," or worse than useless in an advertising department or agency.

Judging from my observation and from my personal experience, both Mr. Nichols and "Copy Chief" are wrong and right. The latter goes too far—far too far—in damning all, or practically all, newspaper men who "desert" the ranks of newspaperdom to enter the advertising business, while the former's article might possibly lead some to believe that the newspaper-man-turned-copy writer was necessarily a wonderful deliverer of the stuff that sells.

A newspaper man turned advertising copy writer will prove a more facile, versatile writer, in

most cases, than the writer who lacks newspaper training. I am speaking about men of the average writing ability. Take a man who has had from two to five years newspaper training, and place him in an agency writing copy beside another man who is also "just starting" in the advertising business, and—everything else being equal—the newspaper trained man will "put it all over" his co-worker who lacks such training. But take a newspaper man absolutely green to advertising, as the vast majority of them are, and place him at work beside a man who has had one or two years' advertising experience, and he will look by comparison like a slow coach beside Ralph De Palma breaking another world's speed record on the oval track.

HANDICAPPED WITHOUT ADVERTISING TRAINING

I broke into the advertising field under the management of a temperamental, brilliant, professionally narrow-minded and conceited copy chief. He was a mighty good writer of copy—but I have since learned that his ideas were moss-covered when Noah wore kilts. This copy chief had absolutely no patience with anyone's ideas if they didn't coincide with his own, and he wasn't afraid to show it. I came into his office without the least idea in the world concerning layout, selling the reader, or anything else connected with advertising. I could write a vivid publicity story, and as there was need of a good publicity man in that agency, I did that for my salary and tried to do the advertising work pushed on me by the copy chief. This

copy work was, by the way, about the most difficult kind to write—automobile copy.

The copy chief in question did not sit down with me for a while each day, and in a clear manner inform me of the fundamentals of advertising. I doubt now whether he knew these fundamentals of good copy, but I didn't doubt then. He represented to me the acme of skilful copy writing ability—for I naturally took him at his own valuation. I didn't know any better. My copy chief had the bad temper of an old termagant and the unfortunate trick of getting himself and everybody about him six feet off the ground in an emergency. He succeeded in confusing my mind hopelessly in regard to advertising writing and layout. He taught me a few tricks of the trade—he couldn't help it. But I learned surprisingly little from him in the year and a half I worked under him, and I suffered a good deal from trying to put up with his ill temper, which I presume he called "temperament." His office in my city was finally forced to close its doors because he couldn't draw the business in. He went to another city and I got another job—still in the advertising field.

In the meantime, I had been "going to school" by studying advertisements appearing in the various national publications, and had learned what my former \$5,000 a year boss had never apparently discovered—that, except in mail-order stuff, you can't sell a customer fully—the most you can do is to create the desire to possess.

I secured a job with a former vice-president of the agency I had first worked for. He was conducting a small agency business and had one copy writer. I went with him as a salesman, and he gave me my head absolutely. I got a very high class local account and wrote my own copy for it and made my own layouts. My work on this account attracted the attention of advertising men all over the city. I couldn't believe it. My first copy chief had so taken the heart out of me that

I had almost lost confidence in my future in advertising. And when the former vice-president of the concern with which I started made me his head copy man with full authority over his art department, I believed that I couldn't handle the job. But I did handle it.

Since then my career has been smooth sailing. Writing copy is the easiest thing I do; it is as natural for me to write a good piece of copy as it is to write a newspaper story, and I do either quickly and with equal facility. I firmly believe that my newspaper training has enabled me to put more news interest into my copy, that it has given me a deeper understanding of human nature and therefore of what appeals most to the reader of advertising and that it has helped me to do my work better, quicker, more naturally and easily.

FUNDAMENTAL NEED IS TO LEARN ADVERTISING

But—I had to learn advertising. I do not believe that it is possible, except, perhaps, in the case of the type of mankind known as a genius and born every 700 years—to take a man from the newspaper field and transplant him into the advertising field, with immediate good results. He has to be allowed time to take root; he has to be allowed time to grow into the soil of advertising. But when he once thoroughly has the advertising idea, I do believe that the newspaper man of average ability will make a better copy writer than the man without newspaper training.

Of course, there are a good many newspaper men who will never become advertising men, because they have absolutely no inclination to the work; just as there are a good many advertising men who would never become newspaper men, simply because they could never cotton to the spirit of newspaper work. But "Copy Chief" is obviously wrong when he insinuates that the good, successful newspaper man will never "desert" the newspaper for the copy department; that the

Ju
Its
an
on
It's
hap
Ho
wo
oth
of t
Jud
—2
bet
buy

*"Doing Her Bit"*

© Judge

Judge doesn't tread on anyone's toes.

Its object is to spread smiles and laughter. Merrily and consistently it seeks this goal, wasting energy on no reform, except to make the world brighter. It's enough for one magazine to make the world happy without trying to make it good, as well.

However much prohibitionists, taxes or domestic worries may haunt its readers, elsewhere and otherwise, in Judge they find only the silver lining of the clouds.

Judge has today the largest editions in its history—225,000. Five dollars a year takes it into the better sort of homes—homes whose people can buy what they want when they see it advertised.

Judge

L. D. VERNALD, ADVERTISING DIRECTOR

New York—Boston—Chicago—Seattle

only newspaper men available are the failures. The newspaper field is full of men who are anxious to get into some other kind of work, and who would be suited to a "T," as I have been, by going into advertising.

Newspaper men will make good advertising men—if they are given a training of from six months to a year in advertising work under a man who himself understands the fundamentals of advertising, and how to inculcate them.

The most successful man in the big agency I now am with was a newspaper reporter and editor; some of the most successful advertising men in my city are former newspaper men. I have in mind the heads of four agencies—men who are noted for the high class of accounts they handle and their success in handling them. But if these men had started in under some copy chiefs they undoubtedly would have been convinced of their inability to write and lay out advertising and would now be working the police beat for a daily, or toiling over an editorial copy editor's desk, or writing their criticisms of the League of Nations idea in the double-leaded columns of the editorial page.

Export Sales Handicapped, If This Is True

THE Chicago Association of Commerce is planning to offer a vigorous protest against what it declares is an English censorship of American mail passing through the British Isles. This censorship and also post-war passport conditions are declared to be a detriment to the foreign trade of the United States.

H. H. Merrick, president of the association, has declared that every piece of mail sent by United States merchants through Great Britain, whether to alien or friendly nations, is carefully scrutinized by British post office officials, thus making possible the discovery of American trade secrets.

"Our executive committee," said Mr. Merrick, "probably will protest to the State Department, the Secretary of War and the Postmaster-General.

"It is the opinion of many business men that, inasmuch as active hostilities have ceased, the censorship should follow suit, at least relative to mail to friendly nations.

"In the case of mail to Germany and other hostile nations the United States has troops stationed within their bounds, and any censorship, if necessary, should be conducted by the War Department or civilian machinery of the United States. For the rest of the world there is no need for any supervision. Communication should be as free as it was before the war.

"Another subject that is causing grave feeling among business men is the passport system. Again it seems necessary for American merchants to come under the supervision of England when they leave the United States shores.

"I had a complaint to-day from a well-known merchant who desired to visit Africa. He was told by the State Department in Washington that he could be given a passport only to Great Britain and he must get a second one there, making it necessary to explain his mission to the English Government.

"It is commonly known that because of the delays thus caused, merchants from the United States reach a given trade field weeks after English and French merchants have been on the ground."

Added to Ayer's Copy Staff

A. E. Andrews has joined the copy department of N. W. Ayer & Son, Philadelphia. He was formerly advertising manager of Jas. A. Ogilvy's Limited, Montreal, and has just returned from France with a lieutenant's commission, having served four and a half years overseas with the Canadian forces.

Edward Johnson Enters Agency Field

Edward Johnson, formerly connected with editorial and advertising departments in the newspaper field, has joined the copy department of the Philip Kobbe Company, Inc., New York.



PUTTING "FORM" INTO PERFORMANCE

Do people clamor for Industrials on the screen? They do not. Then why did the I. C. S. motion picture at its initial showing play to

7,060 People in Two Days

Why do Advertisers buy Lyendecker's and Franklin Booth's drawings? Because they want "class"—"form"—"prestige." On "form" alone "Heads Win!" without preliminary "planting" of stories, got

4,500 Lines of Publicity

and a local pulpit orator made it the subject of a Sunday night sermon. There must have been unusual heart interest, entertainment value of the most wholesome kind in

"HEADS WIN!" Do You Believe It?

Anyone can grind out a picture—come in and try it. Anyone can write an advertisement—but not every camera man, nor every director can make a Universal Industrial Motion Picture that can be given Universal Guaranteed Circulation.

Why Not Make Me Prove It?

I would not be permitted to publish the statements I make if I couldn't prove them—put it up to me.

UNIVERSAL FILM MANUFACTURING CO.

HARRY LEVEY, Manager, Industrial Department

*Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories—Universal City, Cal.; Fort Lee, N.J.*

Offices: 1600 Broadway New York

CRITCHFIELD & COMPANY
make your business the guiding
principle of your advertising.

Greater than any advertising
theories, more potent than a
style of art, more interesting
than the cleverest of text is your
business, your goods, your policy.

Critchfield & Company are
broad enough, experienced
enough to focus public approval
not upon your *advertisement*,
but upon you and *your business*.

*A request for one of us to call
upon you will be appreciated.*

**Critchfield
& COMPANY**

CHICAGO

NEW YORK

BOSTON

DETROIT

MINNEAPOLIS

Pla
Ad

Compr

TH
An
vertisi
plan f
of da
space
vertisi
Will
the co
details
which
PRINT
The
repres
leading
The s
graphi
these
covere
amoun
"Th
said M
cover
pers i
newsp
—the
Our c

Full pa
Estim

420 line
Estim

420 line
Estim

420 line
Estim

420 line
Estim

Full pa
Estim

5,000 li
Estim

10,000
Estim

20,000
Estim

50,000
Estim

Plan of A. A. A. A. for National Advertising in Rotogravure Sections

Comprehensive Campaign Now Possible—Agency Needed to Represent Rotogravure Sections Generally

THE newspaper division of the American Association of Advertising Agencies is working up a plan for the more systematic use of daily and Sunday newspaper space in carrying on national advertising campaigns.

William H. Rankin, chairman of the committee, has perfected the details of the plan, mention of which was made in last week's PRINTERS' INK.

The committee has selected 100 representative newspapers in 100 leading cities of the United States. The selection has been made geographically so that by using all these papers the country could be covered without having any great amount of duplicate circulation.

"There are some who declare," said Mr. Rankin, "that the way to cover the country in the newspapers is to use a large number of newspapers in the smaller towns—the country dailies and weeklies. Our careful investigation, how-

ever, has revealed the interesting fact that the great Sunday newspapers of the country have many times a larger circulation in the territory of the local newspapers than have the locals themselves. For example, take a part of the Central West. The Kansas City newspapers reach down through Kansas and Oklahoma. The Topeka newspapers go very largely through eastern and central Kansas. The Wichita papers reach out south and west. Before they go very far West they are met by the circulation of the Denver papers. In the South they are met by Oklahoma City circulation. As Oklahoma City works on South it is met in turn by some of the Texas papers, and so on. This works out pretty well all over the country on the basis I have suggested.

"We are calling attention also to the vast national advertising possibilities of the rotogravure sections of various Sunday newspa-

ROTOGRAVURE ADV.

Full page—1 time—28 newspapers—

Estimated total circulation per issue, 3,901,479—approximate gross cost. . \$23,937.00
(Less cash discount)

420 lines—13 times—28 newspapers—

Estimated total circulation per issue, 3,901,479—approximate gross cost. . 66,682.00
(Less cash discount)

420 lines—26 times—28 newspapers—

Estimated total circulation per issue, 3,901,479—approximate gross cost. . 132,163.00
(Less cash discount)

420 lines—39 times—28 newspapers—

Estimated total circulation per issue, 3,901,479—approximate gross cost. . 198,245.00
(Less cash discount)

420 lines—52 times—28 newspapers—

Estimated total circulation per issue, 3,901,479—approximate gross cost. . 257,228.00
(Less cash discount)

BLACK AND WHITE ADV.

Sunday Newspapers in 100 Leading Cities in U. S. A.

Full page—1 time—100 newspapers—

Estimated total circulation per issue, 7,339,463—approximate gross cost. . \$26,568.00
(Less cash discount)

5,000 lines—100 newspapers—

Estimated total circulation per issue, 7,339,463—approximate gross cost. . 55,359.00
(Less cash discount)

10,000 lines—100 newspapers—

Estimated total circulation per issue, 7,339,463—approximate gross cost. . 108,623.00
(Less cash discount)

20,000 lines—100 newspapers—

Estimated total circulation per issue, 7,339,463—approximate gross cost. . 215,065.00
(Less cash discount)

50,000 lines—100 newspapers—

Estimated total circulation per issue, 7,339,463—approximate gross cost. . 553,701.00
(Less cash discount)

pers. These alone have a combined circulation in the United States of practically 4,000,000. If special agencies would arrange to represent the rotogravure sections as a whole very good results could be gained."

The committee prepared figures showing the exact cost for various classes of advertising in the rotogravure sections and in the black and white parts of the Sunday newspapers, in the morning newspapers and in the evening newspapers. These were worked out for the benefit of the agency members of the association. These tables appear with this article.

Periodicals Will Adopt Zone Prices

A number of periodicals will advance their subscription rates in certain parts of the country July 1, when another second-class postage increase becomes effective under the zone postal law. The mechanical difficulty of seven or eight different subscription rates is so great that while some publications will probably go on a three or four zone basis, others will take the Mississippi River as a dividing line and charge an increased rate in the zone beyond.

Pictorial Review has adopted a zone rate of 25 cents extra west of the Mississippi, as have *Vanity Fair* and *House and Garden*. The *Christian Herald's* prices west of the river will go up 50 cents and this increase has also been decided upon by the publisher of *Vogue*. Many of the other general and

DAILY MORNING NEWSPAPERS IN 100 CITIES IN U. S. A.

Full page—1 time—100 newspapers (of these 13 are morning and evening)—	
Estimated total circulation per issue, 5,928,687—approximate gross cost..	\$21,456.00
5,000 lines—100 newspapers (of these 13 are morning and evening)—	
Estimated total circulation per issue, 5,928,687—approximate gross cost..	44,699.00
	(Less cash discount)
10,000 lines—100 newspapers (of these 13 are morning and evening)—	
Estimated total circulation per issue, 5,928,687—approximate gross cost..	87,510.00
	(Less cash discount)
20,000 lines—100 newspapers (of these 13 are morning and evening)—	
Estimated total circulation per issue, 5,928,687—approximate gross cost..	160,161.00
	(Less cash discount)
50,000 lines—100 newspapers (of these 13 are morning and evening)—	
Estimated total circulation per issue, 5,928,687—approximate gross cost..	429,158.00
	(Less cash discount)

DAILY EVENING NEWSPAPERS IN 100 CITIES IN U. S. A.

Full page—1 time—100 newspapers—	
Estimated total circulation per issue, 6,315,557—approximate gross cost..	\$22,632.00
5,000 lines—100 newspapers—	
Estimated total circulation per issue, 6,315,557—approximate gross cost..	47,186.00
	(Less cash discount)
10,000 lines—100 newspapers—	
Estimated total circulation per issue, 6,315,557—approximate gross cost..	93,209.00
	(Less cash discount)
20,000 lines—100 newspapers—	
Estimated total circulation per issue, 6,315,557—approximate gross cost..	196,269.00
	(Less cash discount)
50,000 lines—100 newspapers—	
Estimated total circulation per issue, 6,315,557—approximate gross cost..	479,172.00
	(Less cash discount)

Newspapers naturally are responding readily to the idea. An example of this is shown by a page in the *Chicago Tribune* one morning last week calling attention to the benefits of "Newspaper Advertising by Logical Merchandising Zones."

Agency Appointment for Simon Dresses

The advertising of Simon Quality Dresses, made by the Simon Costume & Dress Company, of New York, is now being placed by Louis Charles Rosenberg, advertising agent of the same city.

class publications report that the increased rate and zoning system to be established has not yet been definitely settled.

J. J. Krill, Business Manager, "American School Journal"

John J. Krill has been appointed business manager of *The American School Board Journal*, published by the Bruce Publishing Company, Milwaukee.

Lyon & Healy Appoint Agency

Lyon & Healy, Chicago music dealers, have placed their advertising account with the J. Walter Thompson Company.



"I have seen father, mother, and dead soldier son photographed together, with the dead son looking far the happier, and not the least substantial of the three. I have seen scores of spirit photographs—exact images of the dead."

Page 14
Hearst's Magazine for May

Arthur Conan Doyle.

SIR ARTHUR CONAN DOYLE speaks with authority. Scholar, physician, writer—he has since the War been giving his whole life to this one subject—

—are the Dead really dead?

You may not agree with Conan Doyle's conclusions but you cannot ignore them. With thousands of our soldier sons missing forever, the eternal question of life-and-death is poignantly important.

"Spiritualism, so long the subject of sneers and ridicule, is absolutely the most important development in the whole history of the human race."

HARE, the inventor, Crookes, the chemist, Wallace, the naturalist, Varley the physicist, Flammarion, the astronomer—all clear thinking men of science—became firm converts of their own investigations.

Now comes Conan Doyle! His report on Spiritualism—simply written and startlingly interesting—is probably the most significant series of articles now being published.

IF you are not interested in the opinions of the world's great thinkers, you won't want Hearst's this month or any other. But if you want the thoughts of real leaders don't fail to read Sir Arthur Conan Doyle's "The Vital Message" in the May number of

Hearst's
A Magazine with a Mission

Reduced
Facsimile
of
half-page
advertisement
of the
May
HEARST'S
in
Big City
Newspapers



The Mother's Magazine

*—Its Policies Under
The New Management*

THE ownership of The Mother's Magazine changes with the June issue. The policies that The Mother's Magazine stands for remain unchanged. The work goes on under new direction.

Nothing will be taken away—only those things will be added which will make it a more helpful magazine—richer in inspiration—closer to the hearts of its readers.

George E. Cook and many members of his staff remain in editorial capacities. The Mother's Magazine will continue to be the technical journal of Motherhood.

The Mother's Magazine will be a beautiful magazine. The pages will be enlarged

to 680 lines, the covers will be in four colors — the paper used will insure finest printing results.

The Charles Everett Johnson Company, its staff including Alonzo Kimball, C. Allan Gilbert, George O. Baker, McClelland Barclay, R. F. James and others, has been appointed art director.

And because we feel that The Mother's Magazine should wield a greater influence — serve a larger audience, we have instituted an intensive news-stand and circulation campaign. The subscription price will be \$1.00 a year — it will sell on the news-stand for 10c. The circulation guarantee for the present remains 300,000.

With the September issue the rate will be \$1100.00 the page, \$1.80 the line. No orders at the old page rate will be accepted beyond the August issue.

*Further information will
be furnished upon request.*

The Mother's Magazine Co.

CHICAGO

NELSON AGARD, President

WILBUR L. ARTHUR
Advertising Manager
180 N. Wabash Ave.
Chicago, Ill.

PAUL R. SMITH
Eastern Representative
1182 Broadway
New York, N. Y.



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



Bureau of Advertising Reports on 1918 Activities

Important Assistance Afforded Railroad Administration in Preparing Advertising Campaign

THE Bureau of Advertising increased its membership from 283 to 321 in the year just closed. In its report to the American Newspaper Publishers' Association, the annual convention of which is being held in New York this week, the committee in charge of the Bureau points out the opportunity to increase its usefulness if it can further augment its membership among A. N. P. A. members.

A portion of the report follows.

That part is specially interesting which refers to the decision of the Railroad Administration to advertise, and the help afforded by the Bureau of Advertising.

"The Bureau's part in assisting the Railroad Administration to develop an advertising plan is of particular interest.

"Railroad advertising aggregating \$7,500,000 annually was cancelled by the Government when the railroads were taken under Federal control.

"Several publishers at that time urged the Bureau to take this matter up with the Director-General but an investigation showed that it would be inadvisable to do so.

"Immediately after the signing of the armistice, the Bureau renewed its inquiries at Washington and in January it was formally invited by the Railroad Administration to discuss with it the possibilities of resuming advertising.

"It was necessary to work out a plan that would assure the Railroad Administration that the advertising could be placed on a strictly business basis and removed from any suggestion of politics. The Bureau made many suggestions as to the details of the plan subsequently adopted and pledged support to make it a success.

"From January 7 until the advertising campaign was officially announced on March 22 the Bureau was in touch with Washing-

ton, and on several occasions its representatives acted as intermediaries with other interests that were being consulted.

"The railroad campaign is also of interest because there is a belief that its success and its demonstration that Government advertising can be placed on a strictly business basis may change the present official attitude towards the use of advertising.

"As already indicated, the Bureau's market survey work was continued during the year. These surveys have proved to be the most effective method of focusing the attention of advertisers upon our medium yet developed by the Bureau.

"Important as are the facts about newspaper advertising, the Bureau has found that these facts take on a new significance when they are presented to an advertiser in connection with facts about his own industry. In addition to being in constant demand by the advertising departments of concerns interested in advertising and advertising agencies handling the accounts, the surveys have brought representatives of the Bureau in close contact with the executive officers of the firms visited, inasmuch as they bear upon each company's merchandising policy.

"The reports have given the Bureau's members an unusual opportunity to lay the facts about their own markets before the leading concerns in each industry investigated.

"Indeed, while the Bureau is working in behalf of all newspapers and adheres strictly to the policy of never recommending any individual publication or group of publications, it is becoming more and more evident that the newspapers contributing data for the surveys are reaping a direct benefit from them. It has been apparent

to the Bureau on more than one occasion that advertisers have referred to the surveys for guidance in making up lists of newspapers for a campaign.

"During the year trade investigations of the following industries were undertaken by the Bureau: Butter substitutes, aluminum ware, men's underwear, canned milk, laundry soap, pork and beans, tobacco, and rubber overshoes. Minor investigations, some of which grew out of the original surveys, were made for individual advertisers from time to time.

"Summaries of the trade surveys have gone to about 300 prospects, while the complete surveys have been placed in the hands of more than 100 advertisers or prospects and advertising agencies. A great many newspapers have borrowed copies of surveys from time to time, although the Bureau's facilities have not permitted a large enough production of the reports for general distribution among its membership. Copies, however, are always available at the Bureau's offices, or can be duplicated upon special request.

"From all sides comes the demand that the work of the Bureau be enlarged during 1919.

"Publishers and advertising men in the far West urge that a branch office of the Bureau be opened on the Pacific Coast.

"Newspaper special representatives and advertising agencies assert that the immediate opening of an office in Chicago is necessary.

"The demands of national advertisers for information and advice have taxed the Bureau's present resources beyond the limit.

"Your committee submits that the participation of the members of the A. N. P. A. who are not now subscribing to the Bureau of Advertising would make these enlargements immediately possible.

"It is evident that there never was a more propitious time than the present for the development of newspaper advertising in the national field. As has been frequently pointed out it is necessary to establish the value of a medium of advertising in the mind of the

advertiser before advertising space in that medium can be actually sold to him. It is necessary to establish the value of newspaper advertising as a policy of merchandising with many manufacturers who are now using other forms of advertising or who are not yet advertisers.

"During the year the Bureau issued less printed matter than usual, but spent a larger amount on direct mail solicitation and in connection with its trade investigations.

"The expenses of the trade investigation work are constantly increasing as these books of reference become more and more in demand.

"More money was spent on promotional advertising than in the previous years. Including the series used in connection with Window Display Week, three campaigns of promotional advertisements were issued to newspapers and were given wide circulation.

"International window display week was held during the week of October 7-12, 1918, and notwithstanding the obstacles presented by the Liberty Loan campaign running at the same time and the influenza epidemic prevailing in many parts of the country it was reasonably successful and our records show that 508 newspapers in 333 cities participated."

Business Men's Convention Programme Taking Shape

The Advisory Council of American Industries, made up of chairmen of the nearly 400 War Service Committees named under the direction of the Chamber of Commerce of the United States, will meet in St. Louis at the time of the annual meeting of the Chamber, April 28 to May 1. This will be the first session of the Advisory Council since they met in New York the first of the year to form an organization to perpetuate the War Service Committee.

Among those who will speak before the National Chamber of Commerce are: Carter Glass, Secretary of the Treasury; William C. Redfield, Secretary of Commerce; Edward N. Hurley, Chairman of the Shipping Board; Walker D. Hines, Director of Railroad Transportation; Senator Albert S. Cummins and George Ed. Smith, president of the Manufacturers' Export Association.

A Leading Publisher Wants an Office Manager

One of our friends, publisher of a distinguished magazine, has asked us to help him find an office manager.

The right man will be young enough in years to be pliable, and yet old enough in experience to be responsible. He will be capable of relieving the publisher of an unusual amount of detail. His salary will be as big as he is, at the start, and will grow as fast as he does.

Only written applications will be considered, because a man's ability to express himself on paper will carry weight. Letters should be addressed to us and will be forwarded immediately to the publisher.

Education, business record, age, salary now being earned—these will be factors in selecting the right man.

Write as fully and frankly as you like. Of course every letter will be held in absolute confidence.

Barton & Durstine Co.

Incorporated

25 West 45th Street, N. Y.

How the Collar Originated, Told in Advertising

MARSHALL FIELD & COMPANY, Chicago, recently ran an advertisement telling of the origin of the collar.

The predecessor of the present-day men's collar was the Spanish ruff. It was introduced into both England and France during the Elizabethan period, where it was the mark of the fine gentleman, and the financially competent as well. These ruffs are said to have contained as much as eighteen yards of fine, sheer linen with a customary width of nine inches. Many of them were decorated with fancy gold, silver and silk laces.

There was some prejudice registered against this extravagant neckwear, and accordingly there was introduced what was termed a "playne band"—a flat linen collar extending over the shoulders. These were worn by the Puritans and the plain gentlemen.

The advertisement, which was one of a series being issued by Marshall Field on the history of clothing, quoted Pepys in the headline and included a letter written by Jonathan Belcher, governor of Massachusetts in 1733, to London ordering clothing to be sent him. It is interesting to note that the governor was of an economical turn of mind, although he was ordering clothing of the most expensive materials, for he desired "two pair of breeches to each suit."

World's Lumber Situation Critical

FORESTER HENRY S. GRAVES, speaking recently before the New England Forestry conference, called attention to the critical situation facing the lumber industry. He stated that the original supplies of pines in the South will be exhausted in about ten years, and that in the course of six

years more, 3,000 mills will cease to operate. The Lake States, only a few years ago the largest producers of timber in the country, are now paying as much as \$6,000,000 annually for charges on lumber and other products brought in. New England now imports from other regions about 30 per cent of all the lumber she uses besides cutting twice her annual growth.

According to Roger E. Simmons, who was sent to Russia in 1917 as a member of the U. S. Government commission to study the lumber situation, the world is facing a famine in timber. Mr. Simmons said Russia, which formerly exported about 52 per cent of the world's lumber supply, would not be in a position to cut timber for a period of five years subsequent to the establishment of order, and that Austria was in a similar position. Foreign countries in need of this commodity look to the United States and Canada for their supply.

The case of France, in comparison to other countries, in the increment of her forests is interesting. With a forest area only equal to that of New England's, France has almost reached the point of being able to supply almost all of her own needs.

In the United States only two per cent of the mills operate on public forests. Mr. Graves said a constructive policy in regard to privately owned timber land must be worked out.

A. L. Carmical With Galloway Company

Andrew L. Carmical, formerly with the International Harvester Company of America, is now advertising manager of the William Galloway Company, Waterloo, Iowa, succeeding Amos Burhans, resigned.

"Lima Cola" Advertising in the South

The Thomas Advertising Service, Jacksonville, Florida, has secured the advertising account of the Lima Cola Company, Inc., of Montgomery, Ala. A newspaper campaign has been started in the South.

OUR HELPFUL SERVICE DEPARTMENT

will be pleased to receive inquiries from any advertising agency or manufacturer who is contemplating a sales campaign in Baltimore. And this department of—

THE Baltimore Sun

is really "helpful." The representative of a national food manufacturer says so with emphasis. He writes:

I have been merchandising various commodities for many years. I have had some experience with the service department of a number of newspapers.

The Service Department of the Baltimore Sun has been more helpful to me than any other service department I have ever known. Your efforts were helpful and constructive, and after you have finished, there is always added sales to show as a result of your work.

Very truly yours,

(Name furnished on request.)

☐ The Baltimore market is in excellent condition. The city is growing in all directions—new dwellings are being built by the thousands to provide homes for new workers brought here by the big shipbuilders on the Patapaco, and the other large industries recently established in the Baltimore district.

☐ Only last week Jones & Lamb Company, meat packers, acquired a location for a Baltimore plant that will employ 800 men.

☐ More factories mean more money for prosperous Baltimore workers—more readers for the Sunpaper and more business for Sun advertisers.

***No advertiser can now afford
to ignore the Baltimore market.***

☐ To cover Baltimore with greatest efficiency and economy use—

THE BALTIMORE SUN

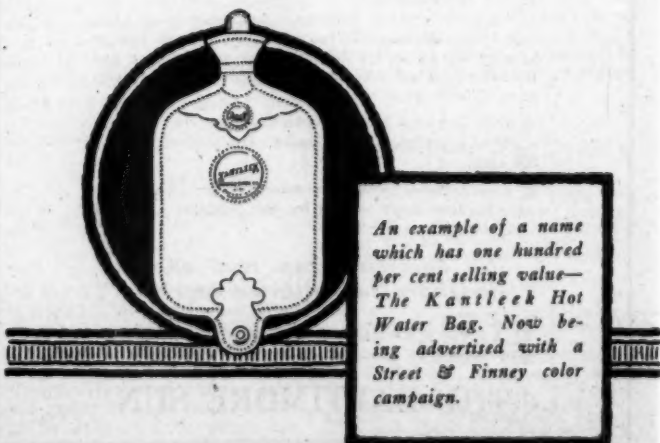
To A Manufacturer

Street & Finney has a practical system for finding slogans.

By slogan, we do not mean a group of merely smart words, but a strong expression of the *real selling argument*, that will make consumers ask for your goods by name.

Without a direct selling argument, an advertisement may make itself known—through the sheer force of publicity—but it will rarely *create demand*.

Street



Who Wants A Slogan

Street & Finney's system of finding the selling argument slogan is neither a notion nor a "hunch." It is practical and simple—so simple that advertisers express surprise that it has not been worked out before.

With a manufacturer having a product which the public needs, and with Vision to see advertising in its rightful place as the biggest part of his business, we will gladly discuss this Street & Finney slogan-finding system.

& Finney Inc.

Established 1902

Pay-as-you-enter Advertising

171 Madison Avenue

New York



ANNOUNCING
 the appointment of
JOSEPH M. LENNON
 as Advertising Manager of
 the New York Tribune's
 Business Page
New York Tribune

To
 wh
 or
 I
 cen
 Sp
 a v
 rep
 M
 dan
 six
 sho
 ing
 N
 tha
 the
 C
 is a
 L
 por
 the
 adv
 seen
 mil
 serv
 all
 Bol
 hav
 in
 pos
 adv
 has
 W
 I
 abo
 I ha
 a s
 swe
 So
 C
 it.
 H
 that
 the
 D
 of R
 says
 gero
 prop
 corn
 To

The Menace of Bolshevism

Too Much Emphasis Cannot Be Placed on the Importance of Combating This Peril to Civilization

By George Ethridge

President of the Ethridge Company and President of the Sphinx Club

THERE are some people in this world who do not know whether Bolshevism is a disease or something to eat.

In Berlin, according to the recent dispatches, two hundred Spartacides were lined up against a wall and shot dead by soldiers representing the German Republic.

Now a dispatch from Amsterdam says that in Berlin suburbs sixty-two German soldiers were shot dead in revenge for the shooting of the Spartacides.

No wonder Lloyd George says that the world is standing "on the edge of an abyss."

Clemenceau says that the world is asleep on a volcano of unrest.

Lenine says that many a corporation and individual have made their fortunes through newspaper advertising, but it is yet to be seen what results a nation of 180 millions of people and their reserves can accomplish if they stake all they have in advertising for Bolshevism. Lenine and Trotzky have seized all the available gold in Russia with the avowed purpose of entering upon the greatest advertising campaign the world has ever seen.

What is a Bolshevik?

I have talked with many people above the average intelligence and I have yet to find one able to give a satisfactory or intelligent answer.

Soviet Government is spreading. Cardinal Logue warns against it.

He says there is reason to fear that the plague has good hold of the Irish Trade Unions.

Dr. G. W. Simons, a resident of Russia for the last eleven years, says that we are living in dangerous times—that Bolshevik propaganda is cropping up in every corner of the United States.

To quote his own words, "I can

think of no organization better fitted, better justified to do their part against Bolshevism than the advertising organizations of America.

"We must have a new system of education—to teach what America will stand for and what she won't stand for."

What is a Soviet?

It is a body of workers made up of delegates chosen by workers to control those that controlled the workers hitherto.

That is the Russian Bolshevik definition.

The official Bolshevik statement says:

"Instead of electing men at the polls they are elected in the shops and unions.

"For example, every five hundred workers in an ammunition factory select a delegate.

"The regiments of soldiers and the sailors also elect their delegates, likewise teachers, clerks, and engineers who are organized."

Only working men have anything to say.

Others are not allowed to vote.

To quote Arthur Brisbane:

"The Soviet imposes on other classes injustice formerly imposed on workers, and that is supposed to bring about the golden age."

But it won't.

American workers may be interested in this illustration, which is fair:

If this country had had in 1776 a Soviet Government it would have put George Washington in jail—because he was rich and belonged to the upper class.

And it would have put some actual working man at the head of the army.

The French made a success of their revolution, after many ups and downs, because they always

chose men of brains and power. In all the history of the French Revolution not one laboring man or mechanic rose to power.

Men that have the governing faculty begin by possessing the faculty to advance themselves.

The world for good reasons takes more and more seriously the problem of Bolshevism as a quickly spreading political movement.

Speakers at the meeting of the Council on Foreign Relations held at the Hotel Astor declared that Mexico is, like Russia, in the grip of a Bolshevik group, that probably will overthrow the present Government and plunge the country into further bloodshed.

CONDITIONS IN MEXICO

William Gates, who recently returned from a 1,500 mile horseback tour in Mexico, described conditions as parallel to those in Russia.

Bolshevist literature is being distributed among Mexican laborers and labor leaders are spreading the gospel by word of mouth. These propagandists base their arguments on literature that is being brought into Mexico from the United States by Bolshevik agents.

Carranza and his people are selling out Mexico to whoever will buy. On Sept. 28 in Mexico City a meeting of the syndicalists of the branch of the International I. W. W. presented a memorial to Carranza. This resulted within nineteen days in the addition to the plan, or document, drawn up what was called a "revolutionary confederation." That document with its various clauses proposes to overthrow the clergy, the bourgeoisie, the capitalists and the land monopolists.

And Carranza meanwhile comes to us for money. What is needed in Mexico is less politics and less Carranza dollar diplomacy.

The Industrial League of Germany has been organized, with a fund of \$12,500,000, for the purpose of fighting Bolshevism, according to information reaching the Associated Press.

Of this sum the great Berlin plants contributed \$1,250,000.

Secretary Lansing, speaking at a dinner of the American Peace Commissioners, declared that "We have reached a crisis in the affairs of the world.

"I say to you, men of France and men of America, and to you, men of the Allied Powers, that there is no time to be lost if we are to save the world from the despotism of anarchy, even as we have saved it from the despotism of autocracy."

Pomeroy Burton says: "There is a general misconception on the part of capital of the strength and extent of this extreme form of discontent, and in England they are only beginning to understand its full import. Makeshift agreements, compromises and expedients of various kinds will no longer suffice. There should be a systematic policy, the cost of which should be borne by capital, calculated to meet the demands of labor."

"I doubt if America has begun to comprehend the seriousness of the appalling situation which confronts Europe, and the wreck which the whole fabric of civilization may be facing," says Frank A. Vanderlip. He has been investigating conditions in England and France and will continue his inquiries in Switzerland and Italy.

"America was once told there might be peace without victory," he said. "What we have is victory without peace. Production has ceased, and unless production can be speedily resumed one's imagination cannot comprehend the chaos which may ensue.

"What Bolshevism is can never be really pictured by a normal mind. No description of it has been overdrawn."

I. W. W. ACTIVITIES

Washington has discovered that the Industrial Workers of the World is a revolutionary society whose object is to destroy the Government of the United States and to disrupt society as it is now organized.

The Industrial Workers of the World has been in existence since 1904, and from the day of its organization it has preached and

practiced revolution whenever and wherever it had a chance.

Its organizers have traveled about the country seeking industrial disputes and creating industrial disputes to gain opportunities to carry on the programme of violence they openly advocated.

Whether they have been practicing sabotage in New Jersey silk mills, teaching waiters to poison food in New York, driving spikes in fruit trees on the Pacific coast, burning wheat in the Middle West or destroying machinery in copper mines, they have not pretended at any time to be anything except revolutionists.

The politicians who have prevented their prosecution for the crimes they committed have had ample opportunity to learn exactly what their philosophy was.

It is encouraging to learn that even Government officials now know the purposes of the Industrial Workers of the World, and eventually we may be thrilled with the announcement that "something must be done about it."

Drastic laws to curb activities of anarchists, I. W. W., Social Revolutionists and Bolsheviks in the United States are to be recommended to Congress by the Senate Committee which has been investigating Bolshevik activities.

Members of the investigating committee said they feel the investigation has clearly shown that the Russian Bolshevik leaders intend to extend their system to all the world, even to the extent of helping revolutionists with force if necessary. They declared legislation must be enacted that will keep agitators out of the country, curb and punish those trying to undermine the Government, and keep the teachings of Bolshevism out of the mails and public prints.

Stuchka, the president of the Bolshevik Government in Lettland, has followed the Moscow Soviet's example of nationalizing women. Free love, without restriction, is decreed for women from 17 to 45 years of age. Another decree declares the church is not to have State or municipal protection. Only one service a week is allowed and worshippers

will pay more than double the theatre tax.

BOLSHEVISM AMONG NEGROES

Warnings of the spread of Bolshevism among the negroes of the United States is contained in a report submitted to the members of the Union League Club by the committee appointed to study the spread of Bolshevik doctrines in America.

In its report the committee finds that a concerted effort is being made to arouse latent discontent among the negro population by the circulation of Bolshevik literature. The Legislature's attention is drawn to matter recently appearing in the *Messenger*, a periodical whose circulation is among the negroes. One paragraph quoted in the report follows:

"The *Messenger* denies the right to every capitalist hypocrite in Christendom to speak in the motion of order on the Soviet of Russia. Long live the Soviet."

"The last Congress failed absolutely to pass any reconstruction legislation to assist capital and labor to get back on a firm peace time industrial basis," says Congressman Keating.

"The omission is simply amazing and can be explained only on the ground that Congress did not appreciate the gravity of the situation and the great importance of the readjustment problems."

Mr. Keating was a member of the Labor Committee. During his six years in Congress he has been the leader in progressive legislation for the benefit of the laboring classes. He has been the author and advocate of such legislation as the eight hour day law, the minimum wage law for women and minors, old age pensions and retirement laws.

"Congress appeared unable, perhaps because it lacked the proper leadership, to draw up and pass the needed legislation."

Mail matter seized since the signing of the armistice has disclosed that the I. W. W., anarchists, radical Socialists and others are "perfecting an amalgamation."

The real purpose is the estab-

lishment of a Bolshevik republic, according to a memorandum sent to the Senate Propaganda Committee by Solicitor Lamar of the Post Office Department.

Mr. Lamar's memorandum, to which was attached a list of newspapers printed in English and foreign languages alleged to be regularly conducted and published by the I. W. W., said in part:

"This propaganda is being conducted with such regularity that its magnitude can be measured by the bold and outspoken statements contained in these publications and the efforts made therein to inaugurate a nation-wide reign of terror.

"In classifying these statements they are submitted in a major or general class as follows: I. W. W., Anarchistic, Radical-Socialist and Socialist. It is indeed significant that this is the first time in the history of the United States that these elements have found a common cause (Bolshevism) in which they can all unite.

"The I. W. W., Anarchists, Socialists, radical and otherwise; in fact, all dissatisfied elements, particularly the foreign element, are perfecting an amalgamation with one object, and one object only, in view, namely, the overthrow of the Government of the United States by the means of a bloody revolution and the establishment of a Bolshevik republic.

"The I. W. W. is perhaps most actively engaged in spreading this propaganda and has at its command a large field force known as recruiting agents, subscription agents, etc., who work unceasingly in the furtherance of 'the cause.'

"This organization also publishes at least five newspapers in the English language and nine in foreign languages as shown in the list given below. This list comprises only official papers of the organization and does not take into account the large number of free lance papers published in the interest of the above organization."

The newspapers listed were:

The *New Solidarity*, English, weekly, Chicago; *One Big Union*, English, monthly, Chicago;

Industrial Unionist, English, weekly, Seattle; *California Defense Bulletin*, English, weekly, San Francisco; *The Rebel Worker*, English, bi-monthly, New York; *La Nueva Solidaridad*, Spanish, weekly, Chicago; *Golos Truzenta*, Russian, weekly, Chicago; *Li Nuovo Proletario*, Italian, weekly, Chicago; *Nya Varlden*, Swedish, weekly, Chicago; *Der Industrialer Arbeiter*, Jewish, weekly, Chicago; *Probuda*, Bulgarian, weekly, Chicago; *A. Fels Badulas*, Hungarian, weekly, Chicago.

In most of these publications the acts of the Russian Bolsheviks are lauded and American workmen are urged to follow their example and organize to fight the Government. The movement is designated as the war of capitalism against internationalism. Workers are solicited to give their aid to the revolutionary movement in order to "free themselves from the shackles of slavery."

"The time of action is here. We have to show the working classes of Europe that we are with them just as they are with us in our common struggle because that struggle is that of the world workers against the blood-thirsty capitalistic class."

I. W. W. RECRUITING STATIONS

The documents filed with the committee contain also a list of books that have been issued by I. W. W., Bolshevik or anarchist organizations, and a list of the "recruiting unions" of these organizations. It is shown that the I. W. W. alone has 8,334 of these recruiting unions in the United States, while general recruiting unions for the other organizations number 4,567.

The revelations made by the Postoffice department before the Senate committee investigating the workings of Bolshevism come as a shock of realization to every thinking American.

While the Peace Conference has been debating glittering generalities and industriously squabbling over the division of expected indemnities and annexations, the Bolsheviks have conquered more



"Vision and a Fixed Ideal"

is put by John Galsworthy as one of the essentials of success in any worth-while undertaking.

The young men who went to New Orleans and took over the ownership, editorship, and management of the ITEM a little more than a dozen years ago had both, and have demonstrated it.

The New Orleans with which you have to do today, Mr. Manufacturer, is a hustling, bustling modern city, one of the great commercial centers of the world; a manufacturing city; the metropolis of one of the richest agricultural sections of our country.

A live, aggressive element has thoroughly "leavened the loaf." A vast proportion of the city's population has joined in the sweeping stride of progress and development.

THE NEW ORLEANS ITEM

The City's Great Afternoon and Sunday Newspaper

has ever been in the forefront of the modernizing, forward-going movement.

Reactionaries have decried its aggressiveness, and their voices occasionally are yet heard, but its following constantly has increased.

Naturally its policies have attracted those of open mind to whom new ideas, new customs, and—ah! here's the meat of the coconut—new goods are interesting.

72,000 daily, 91,000 Sunday circulation tells the tale. Advertising columns full of the type of local merchant advertising that appeals to the live, virile, red-blooded young men and women emphasize it.

The advertising campaign to introduce or push a modern product, which plans to cover or even scratch deeply into the New Orleans' market, without the use of the advertising columns of THE NEW ORLEANS ITEM, is—to put it the most kindly way we know how—either a positive or a negative error on someone's part, and we can prove it with the facts and figures.

Insist on being shown a copy of the ITEM's unique little co-ordinating publication, "MERCHANDISING and ADVERTISING." It is an eye-opener.

THE ITEM PUBLISHING COMPANY, Ltd.

NEW ORLEANS, LA.

JAMES M. THOMSON, *Publisher* ARTHUR G. NEWMYER, *Business Manager*

THE JOHN BUDD COMPANY

Advertising Representatives

Barrett Bldg., New York; Tribune

Bldg. Chicago; Chemical

Bldg., St. Louis

The Associated Advertising Clubs of the World holds its 1919 Convention in New Orleans, September 21-27

MOTOR		The White Company, Cleveland, Ohio.											
year	month	Greater East Mfg. Co., Philadelphia, Pennsylvania											
1903	1904	Burdette & Norman Company, Indianapolis, Indiana											
1905	1906	Pantacote Company, New York, N.Y.											
1907	1908	The Motor Company, Cleveland, Ohio											
year	jan.	feb.	march	april	may	june	july	aug.	sept.	oct.	nov.	dec.	total
1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916
1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929	1930
1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944
1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958
1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972
1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986
1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042
2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056
2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070
2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084
2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098
2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112
2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126
2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140
2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154
2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168
2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182
2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196
2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210
2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224
2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238
2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252
2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266
2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280
2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294
2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308
2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322
2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336
2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350
2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364
2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378
2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392
2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406
2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420
2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434
2435	2436	2437	2438	2439	2440	2441	2442	2443	2444	2445	2446	2447	2448
2449	2450	2451	2452	2453	2454	2455	2456	2457	2458	2459	2460	2461	2462
2463	2464	2465	2466	2467	2468	2469	2470	2471	2472	2473	2474	2475	2476
2477	2478	2479	2480	2481	2482	2483	2484	2485	2486	2487	2488	2489	2490
2491	2492	2493	2494	2495	2496	2497	2498	2499	2500	2501	2502	2503	2504
2505	2506	2507	2508	2509	2510	2511	2512	2513	2514	2515	2516	2517	2518
2519	2520	2521	2522	2523	2524	2525	2526	2527	2528	2529	2530	2531	2532
2533	2534	2535	2536	2537	2538	2539	2540	2541	2542	2543	2544	2545	2546
2547	2548	2549	2550	2551	2552	2553	2554	2555	2556	2557	2558	2559	2560
2561	2562	2563	2564	2565	2566	2567	2568	2569	2570	2571	2572	2573	2574
2575	2576	2577	2578	2579	2580	2581	2582	2583	2584	2585	2586	2587	2588
2589	2590	2591	2592	2593	2594	2595	2596	2597	2598	2599	2600	2601	2602
2603	2604	2605	2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616
2617	2618	2619	2620	2621	2622	2623	2624	2625	2626	2627	2628	2629	2630
2631	2632	2633	2634	2635	2636	2637	2638	2639	2640	2641	2642	2643	2644
2645	2646	2647	2648	2649	2650	2651	2652	2653	2654	2655	2656	2657	2658
2659	2660	2661	2662	2663	2664	2665	2666	2667	2668	2669	2670	2671	2672
2673	2674	2675	2676	2677	2678	2679	2680	2681	2682	2683	2684	2685	2686
2687	2688	2689	2690	2691	2692	2693	2694	2695	2696	2697	2698	2699	2700
2701	2702	2703	2704	2705	2706	2707	2708	2709	2710	2711	2712	2713	2714
2715	2716	2717	2718	2719	2720	2721	2722	2723	2724	2725	2726	2727	2728
2729	2730	2731	2732	2733	2734	2735	2736	2737	2738	2739	2740	2741	2742
2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756
2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770
2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784
2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798
2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812
2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826
2827	2828	2829	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840
2841	2842	2843	2844	2845	2846	2847	2848	2849	2850	2851	2852	2853	2854
2855	2856	2857	2858	2859	2860	2861	2862	2863	2864	2865	2866	2867	2868
2869	2870	2871	2872	2873	2874	2875	2876	2877	2878	2879	2880	2881	2882
2883	2884	2885	2886	2887	2888	2889	2890	2891	2892	2893	2894	2895	2896
2897	2898	2899	2900	2901	2902	2903	2904	2905	2906	2907	2908	2909	2910
2911	2912	2913	2914	2915	2916	2917	2918	2919	2920	2921	2922	2923	2924
2925	2926	2927	2928	2929	2930	2931	2932	2933	2934	2935	2936	2937	2938
2939	2940	2941	2942	2943	2944	2945	2946	2947	2948	2949	2950	2951	2952
2953	2954	2955	2956	2957	2958	2959	2960	2961	2962	2963	2964	2965	2966
2967	2968	2969	2970	2971	2972	2973	2974	2975	2976	2977	2978	2979	2980
2981	2982	2983	2984	2985	2986	2987	2988	2989	2990	2991	2992	2993	2994
2995	2996	2997	2998	2999	3000	3001	3002	3003	3004	3005	3006	3007	3008
3009	3010	3011	3012	3013	3014	3015	3016	3017	3018	3019	3020	3021	3022
3023	3024	3025	3026	3027	3028	3029	3030	3031	3032	3033	3034	3035	3036
3037	3038	3039	3040	3041	3042	3043	3044	3045	3046	3047	3048	3049	3050
3051	3052	3053	3054	3055	3056	3057	3058	3059	3060	3061	3062	3063	3064
3065	3066	3067	3068	3069	3070	3071	3072	3073	3074	3075	3076	3077	3078
3079	3080	3081	3082	3083	3084	3085	3086	3087	3088	3089	3090	3091	3092
3093	3094	3095	3096	3097	3098	3099	3100	3101	3102	3103	3104	31	

MoTOR		Stewart-Warner Speedometer Corporation, Chicago, Illinois															
MoTOR		Kissel Motor Car Company, Hartford, Wisconsin															
MoTOR		Firestone Tire & Rubber Company, Akron, Ohio															
MoTOR		Wisconsin Motor Mfg. Co., North Milwaukee, Wisconsin															
MoTOR		Prest-O-Lite Company, Indianapolis, Indiana															
Year	Issue	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.	Ad.
1907	1907	1907	1907	1907	1907	1907	1907	1907	1907	1907	1907	1907	1907	1907	1907	1907	1907
1908	1908	1908	1908	1908	1908	1908	1908	1908	1908	1908	1908	1908	1908	1908	1908	1908	1908
1909	1909	1909	1909	1909	1909	1909	1909	1909	1909	1909	1909	1909	1909	1909	1909	1909	1909
1910	1910	1910	1910	1910	1910	1910	1910	1910	1910	1910	1910	1910	1910	1910	1910	1910	1910
1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911
1912	1912	1912	1912	1912	1912	1912	1912	1912	1912	1912	1912	1912	1912	1912	1912	1912	1912
1913	1913	1913	1913	1913	1913	1913	1913	1913	1913	1913	1913	1913	1913	1913	1913	1913	1913
1914	1914	1914	1914	1914	1914	1914	1914	1914	1914	1914	1914	1914	1914	1914	1914	1914	1914
1915	1915	1915	1915	1915	1915	1915	1915	1915	1915	1915	1915	1915	1915	1915	1915	1915	1915
1916	1916	1916	1916	1916	1916	1916	1916	1916	1916	1916	1916	1916	1916	1916	1916	1916	1916
1917	1917	1917	1917	1917	1917	1917	1917	1917	1917	1917	1917	1917	1917	1917	1917	1917	1917
1918	1918	1918	1918	1918	1918	1918	1918	1918	1918	1918	1918	1918	1918	1918	1918	1918	1918
1919	1919	1919	1919	1919	1919	1919	1919	1919	1919	1919	1919	1919	1919	1919	1919	1919	1919

Here Are the Records

The table below indicates the date these manufacturers began the use of space in MoToR's advertising columns and the *number of consecutive insertions* that have appeared.

Advertiser	Date of first copy	Number of insertions
Winton Co.....	Nov. 1903	187
White Co.....	Dec. 1903	186
The Atwater-Kent Co....	Mar. 1904	181
Nordyke & Marmon.....	Jan. 1905	173
Prest-O-Lite Co.....	Sept. 1905	165
Pantasote Co.....	Dec. 1905	162
Stewart-Warner	Jan. 1907	149
Kissel Motor Car Co....	Dec. 1907	138
Firestone Tires.....	Apr. 1905	129
Wisconsin Motors.....	May 1909	112

The monthly announcements of these manufacturers appear in MoToR today.

MoTOR

THE NATIONAL MAGAZINE OF MOTORING

Detroit, Mich.
1408 Kresge Bldg.

119 West 40th St.
New York, N. Y.

Chicago, Ill.
326 W. Madison St.

MoToR sells more copies per issue on the news-stands than all other automobile publications combined.

than two-thirds of the territory of Europe; have obtained recognized authority over much more than one-half the population of Europe, and are now shaking to pieces with propaganda and pressing hard with military forces the hastily and prematurely created paper republic of the Czecho-Slavs and kingdom of the Serbs, and are massing menacingly upon the borders of Germany and of Italy.

The whole world is rocking in the throes of an earthquake of threatened revolution which will cast down into the dust every institution of orderly society and every monument of civilization which the toil and the genius of man have erected in a thousand years of labor and progress unless the menace is stayed and the imminent threat of such a colossal and frightful disaster is ended.

Many of these hopeless ingrates have found in America protection from the oppression from which they fled in foreign lands. In return for this protection, coupled with opportunity, they are putting the torch to the structure of our institutions. They are seeking to drown our children in blood.

"Every strike is a small revolution and a dress rehearsal for the big one."

"Deportation will not stop the storm from reaching these shores. The storm is within and very soon will leap and crash and annihilate you in blood and fire."

[NOTE]—The foregoing is made up largely and obviously of quotations from articles which have appeared in metropolitan newspapers.

The writer has endeavored* to give proper credit wherever the authorship could be traced or determined, but this has not been possible in every instance.

Where due credit is not given it is solely because of the reason stated.

Director Hines Talks About Steel Prices

WALKER D. HINES, director-general of the Railroad Administration, was accused to his face by members of the National Lumber Manufacturers' Association in Chicago last week of halt-

ing building operations and of obstructing the country's industries.

Mr. Hines, after his address before the association, was cross-examined as to the Railroad Administration's policy in not making purchases in advance of needs, which the lumbermen declared created a stagnant condition during the season's lull in freight transportation and production.

R. A. Long, president of the Long-Bell Lumber Company, of Kansas City, Mo., informed Mr. Hines that the Railroad Administration's failure to make advance purchases of steel had caused the public to believe that all building materials would be available at lower rates in the near future, whereas the exact opposite would be the case. Mr. Long insisted that the public's failure to accept present steel prices as fair, largely owing to the Railroad Administration not purchasing beyond immediate needs, had halted building operations, although there is a demand for new buildings in practically every city and town in the country.

"The Railroad Administration," replied Mr. Hines, "was called upon to give an official indorsement to the proposition that these prices were so low that the public ought not to expect them to come lower. That is a very different proposition from the Administration making its own purchases. It was called on to underwrite the proposition that these prices were so low that they ought not to be expected to go lower.

"In some curious way the idea seems to have arisen that it was up to the Railroad Administration to prove that the prices were not that low. Well, now, I have been perfectly clear from the outset that, on the contrary, it was up to the people who wanted the Railroad Administration to give that indorsement to prove that they were that low, and they wholly failed, in my opinion, to make that proof."

Mr. Hines declared that the whole situation is one for the buyer, with the railroad administration representing one buyer.

FREE TO ADVERTISING MEN AND PRINTERS



THIS NEW REFERENCE AND SAMPLE BOX OF DOVE MILL BRISTOLS

— a compact, durable, cloth-covered, vertical filing cabinet about 9 x 4 x 2 inches in size (just right to fit handily in the top drawer of your desk) and containing 120 samples of 14 different grades of DOVE MILL BRISTOLS, including all sizes and weights, in 14 colors and white — each tab-indexed and recognizable at a glance

— a useful time-saver — a complete reference library of what you will find to be the most completely practical and versatile line of Bristols in America, *made by the originators of Mill Bristols.*

You can get one of these very competent little business assistants from your regular Supply House — or direct from us — on request.

George W. Wheelwright Paper Co.
BOSTON, MASSACHUSETTS



Apple Blossoms on the Broadway Subway

Some Advertisers Now Bl

National Biscuit Co.	Purdy & Co.	Sterling
Lux	Geo. P. Ide & Co.	Griffin's
Life Buoy	Aunt Martha Bread	P. Lorill
Charms	Putnam Theatrical Co.	Touraine
Repetti	O'Sullivan Rubber Heels	Liggett
Coca Cola	Vivaudou Products	Mystic C
Forhan's Tooth Paste	Gulden's Mustard	Royal P
Fels Naptha Soap	Sheffield Condensed Milk	Sunshin
Patent Cereals		

Spring Blossoms Foretells

The Spring garb of the B. R. T. and the Broadway Cards and Posters of leading National and Local Advertisers.


YOU can gather YOUR fruits if YOU

The greatest "single" purchase of its kind in the great daily passenger traffic of over 2,000,000 consumers on the B. R. T. and Subways controlled by this Company.

Write Us Today for Rates and How to Stop

BROADWAY SUBWAY AND HOME BOROUGH

Telephone 4260 Rector



Blossom Time on the Subway

Now Blossoming on B. R. T.

Sterling Chocolates	Mason's Cocoanut Peaks
Griffin's Shoe Dressings	Melba Cigar
P. Lorillard & Co.	Purity Ice Cream
Touraine Chocolates	Solo Cough Drops
Liggett & Myers Tob. Co.	Potter's Salt Water Taffies
Mystic Cold Cream	Dr. Posner's Shoes
Royal Paper Goods Co.	Liquid Veneer
Sunshine Biscuits	Munsingwear
	Borden's Products

Foretell the Fall Yield

the Broadway Subway, "dressed up" as it is by the Car
and Local Advertisers, points to big business ahead.

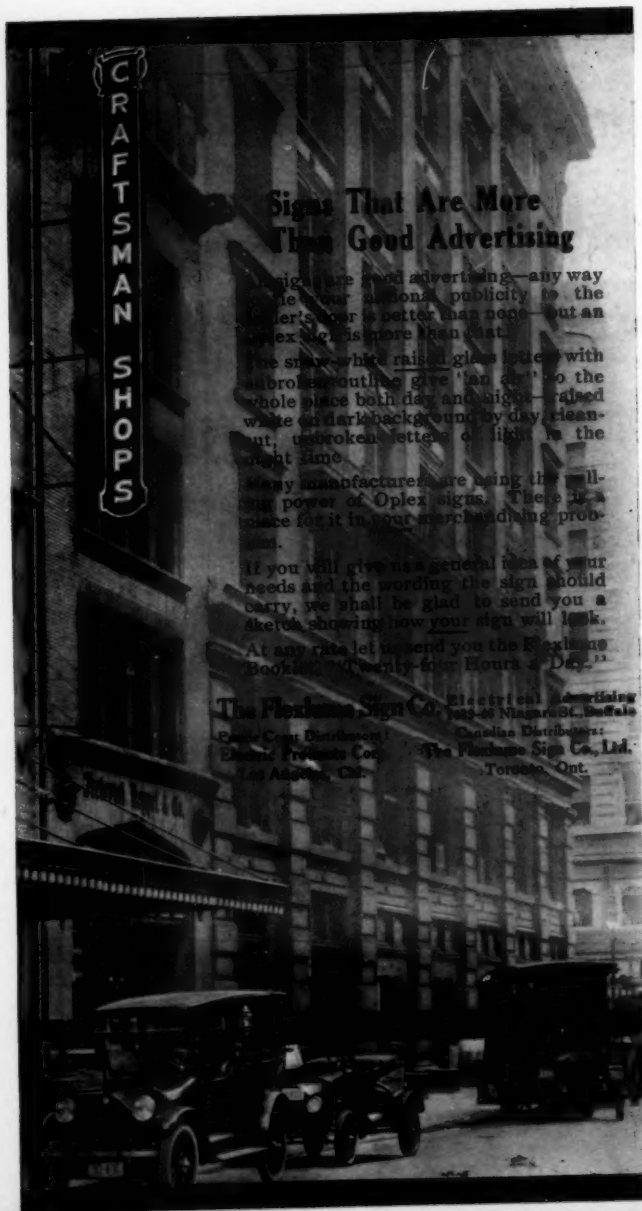
fruits if YOU come with us NOW.

and in the great New York market—bringing to you a
consumers carried on the combined Surface, Elevated
ny.

and how to Start a Successful Campaign

E. BOROUGHS CAR ADVERTISING CO., Inc.

31 Nassau Street, New York



Signs That Are More Than Good Advertising

Signs are good advertising—any way you slice it. They draw attention to the advertiser's door is better than none—but an Oplex sign is more than that.

The snow-white raised glass letters with unbroken outlines give "an air" to the whole place both day and night—raised white on dark background by day, clean-cut, unbroken letters of light in the night time.

Many manufacturers are using the pulling power of Oplex signs. There is a place for it in your merchandising program.

If you will give us a general idea of your needs and the wording the sign should carry, we shall be glad to send you a sketch showing how your sign will look. At any rate let us send you the Flexing Booklet, "Twenty-four Hours a Day."

The Flexing Sign Co. Electrical Advertising
1235 St. Niagara St., Buffalo
Canada Distributors:
The Flexing Sign Co., Ltd.
Toronto, Ont.

East Coast Distributors:
Electric Products Co.
Los Angeles, Cal.

H

T
En
has
and
ing
for
tom
int
Pr
C
ust
dea
bus
als
city
are
er's
and
car
the
tim
E
this
mer
car
fac
the
er,
use
ord
ed
rule
yea
er's
is r
star
The
the
par
tain
the
ceiv
the
for
prop
er's
for
the
glar
doin
keep
if i
ally

How One Manufacturer Plots Each Dealer's Orders

The Rising or Falling Line Sure to Get Prompt Attention

THE sales and advertising department of a large New England manufacturing concern has worked out a most complete and graphic dealer card for keeping track of orders from and information about its dealer-customers. Doubtless it will be of interest to many readers of **PRINTERS' INK**.

On the face of the card the usual provision is made for the dealer's name, address, line of business, credit rating, etc., and also for the population of the city or town. In addition there are columns for listing the dealer's orders, with their amounts and the dates. The back of the card is used for brief reports on the dealer, sent in from time to time by the company's salesmen.

But it is the last touch that this sales and advertising department has added which makes the card of unusual value. On the face of the card, directly under the name and address of the dealer, and just above the columns used for tabulating the dealer's orders, is a little plot-chart, printed in a light-colored ink, and ruled off to cover a period of five years by quarters. When a dealer's initial order is received a card is made out and the plotting line started in the proper quarter. Thereafter, every three months the girl who has charge of the particular section of the file containing that dealer's card adds up the total amount of orders received from that dealer during the quarter and carries the line forward, and up or down, the proper distance. After this dealer's orders have been plotted out for a period of a year or more the little plot-chart shows at a glance just what that dealer is doing with the product. If the line keeps going up, well and good; if it starts down it is automatically brought to the attention of

some member of the sales department. It is much more graphic than the same information expressed in columns of figures.

"It is the picture that the little plot-line flashes that makes the system so valuable," explained a member of the sales department. He went on to say that even an inexperienced girl who appreciated nothing of the significance of a drop of \$500 in a dealer's orders in a year when expressed in figures, could instantly see what was happening when she drew out the line for the quarter and saw it take a dip, even if ever so slight.

BENEFITS ARE MANY

This, it was pointed out, was only one of the advantages of the plot-chart. For instance, consider the time saved by correspondents who have occasion to write to the dealers. When a letter is received from a dealer his card is taken out of the file and attached to the letter. The instant the correspondent picks up the letter and glances at the plot-line he can tell what that dealer is doing with the line, without resorting to arithmetic, either mental or pencil. He can see whether the dealer's business in the house's line runs by seasons, what the best months are, etc. Often he can inject a paragraph into the letter suggesting some means of bolstering up the sales during the lean months, based on the experience of other dealers during those months, or perhaps of increasing the sales during the best buying season, if the dealer's plot-line does not seem to indicate a sufficient volume of sales during the seasons which the house knows to be the best selling months. Another important feature is the promptness with which it is brought to the attention of the sales department when a com-

peting manufacturer begins to win over the house's customers. Salesmen's reports do not always arouse a sales manager, even when the salesman states quite candidly that one of his customers has stocked up for the season with a competitor's line, but when the plot-line starts shooting down like the return trip of a skyrocket it makes every member of the sales department take notice. The salesman's report, with his explanation of the reason or reasons for the dealer's swing to the other line are on the back of the card, but there is something about that little line on the plot-chart on the front of the card that states matters with such brutal frankness that it keeps everybody on his toes to keep the line up, and, in fact, to send it higher.

Would Advertising of Canned Vegetables Pay?

WE have said in season and out of season that the consumption of canned goods could be wonderfully increased by advertising, that the trouble with the industry is not, as many canners say, overproduction, but underconsumption, and we have made up our mind that from now on every issue of "Cannery Notes" is going to carry a demand for some method that will increase consumption.

Every family in America should consume, every day, one can of goods. That would be 500,000,000 cases a year, or about five times our largest output of everything that now goes into a can in our most bountiful year.

There is no need of worrying about jobbers' brands, if the result is like that secured by the California Associated Raisin Company, who previous to 1915 sold their seeded raisins under any brand the jobber desired. They found themselves in 1915 with 30,000 tons of surplus stock and started advertising their own brand, Sun Maid, and in 1918 found that the sales of this brand

had forced jobbers' brands practically off the market, and they had no surplus any year, no matter how big the crop, because the advertising had increased consumption.

We believe in Inspection. We think it is a big step forward, but it should be backed up by a vigorous presentation to the public of the desirability of Commercial Canned Goods.

A canner was lamenting the fact that canned foods were not moving in January and February with a hip and hurrah, and was blaming it partly on the large amount of home canning done in 1918. What induced the women to can such an unusual amount in 1918? *Advertising*. They were flooded with bulletins that the fate of the nation depended on their war gardens and home canning. To a large extent they were falsely led and encountered a great deal of grief, but notwithstanding that the loss in proportion to what was attempted was enormous, a larger amount was canned and is being consumed than would have been the case if this heavy advertising had not been done.—"Cannery Notes."

Art Gravure Corporation Formed

The Art Gravure Corporation has just been organized in New York. This company will conduct a rotogravure plant and will be open early in May. The officers are Arthur H. Sherin, president; Frederick D. Murphy, vice-president; Raymond N. Getches, secretary and treasurer.

Mr. Sherin was previously connected with the selling force of the American Lithographic Company, of New York, for nine years. Before that he was associated with the C. E. Sherin Advertising Agency. Mr. Murphy has been factory manager for the last five years of Alco Gravure, Incorporated. He was formerly connected with the Rotary Photogravure Company, Passaic, N. J. Mr. Getches has had experience in the printing and binding trades in New York.

"Agrimotor" Appoints Eastern Representative

W. D. Ward has been appointed Eastern manager of *Agrimotor*, Chicago, with headquarters in New York.

Why leave it all to Nat?

(a big thought in little type)

MOST certainly we believe in National Advertising; but *not* when it is done this way:

A certain big automotive manufacturer, with not over six real *bona fide* dealer establishments, spent \$100,000 in 30 days, to the tune of 180 full pages in 60 newspapers in 40 cities, and double-spreads in four of the national weeklies, with similar lavish use of the trade press. What did he get out of this brute-dollar drive?

What he got

He got silence from the trade papers. He got 93 dealer inquiries from the national mediums, and 161 consumer inquiries—also from Nat. Figure the high per-cost yourself; we daren't do it. Then add in the fact that he couldn't even "cash in" on those inquiries—had only 6 dealers, you see.

First Things First

Was it right to leave it all up to Nat?

Wouldn't it have helped some to have put half Nat's salary into the intensive sort of Service Corporation work which would have put in his foundation—the first thing—first?

Here's the chief trouble—



Distribution—and Automotive Anemia

We find, and have verified it endlessly, that 80 per cent of the ails in sales are due to poor, shifting, "spotty," uncontrolled, haphazard Dealer organizations. Red-blooded sales simply can't be had till a vigorous retail-body, moulded and minded to your own particular enterprise, is built up first. It is precisely there that our years as manufacturers, sales managers, specialists in this work, count.

Sales service that is personal—plus

The full range of our service is a revelation to those who don't know us. We have no room for many clients. One has contracted for \$167,000 worth of work since last August, and the fingers of one hand will hold all the new ones we dare add. Indicating that this distribution-building is personal, first, last and immediately.

A Demonstration

that satisfies the advertising agent or automotive manufacturer takes a number of hours' time. While we feel that time is as valuable to us as the other fellow, we shall be very glad to invest it in further spreading of the Gospel of Distribution. If you're "leaving it all to Nat," write or wire

either of our offices.

The SERVICE CORPORATION
Automotive Sales Development Exclusively

TROY, N.Y.

DETROIT, MICH.

How Advertising Can Cut the High Cost of After Service

Importance of Schools to Educate Buyers of Machinery—Misuse of Implements Has Often Been Due to Unwise Advertising in the First Place

By Ray Giles

WE need only pick up the current magazines to see that the advertising of motor-trucks, industrial equipment and supplies has recently made a record jump. The way of promoting such equipment is more closely related to the cost of after-service than some manufacturers realize.

Ill-considered statements in advertising and thoughtless sales promotion stunts have a nasty habit of coming home to roost. For his effort to attract attention the manufacturer later on pays dearly.

For instance, one day some years ago the advertising manager of a young motor truck company was hurried into a conference. The president had a big idea. The advertising manager was horrified to hear this proposal put forth with all seriousness: "I've just thought of a plan to get our name in all the Sunday papers. Saturday night we will load one of our five-ton trucks with seven tons of coal and just when the theatre crowds are coming out, we'll speed the truck by at thirty miles an hour. Of course we'll be run in. When the driver is fined, he'll insist that he doesn't know how he could have been going so fast because the truck was badly overloaded."

Beaming, the president turned to the advertising manager and planned, "You can take 800 lines in all the good papers and build a whale of an ad on our ability to take such care of an overload."

Again, when the electric-starting and lighting system was first applied to automobiles, one company several times advertised the stunts which could be done with its equipment. Free use was made of such thoughts as, "The starter alone is powerful enough to pull

you out of the mud" and "If you get stalled on a railway crossing, the starter alone will propel the car out of danger."

Now the intent was plain enough. The advertising man wanted to establish the reliability of his equipment. But thinking in terms of stunts, he invited the motorists to think stunts too. Then unhappy batteries began to come home to the service man to die. The advertiser learned a useful lesson in cutting the high cost of after-service.

All of which goes to show that there are enough people in the world who want to do stunts without egging them on by ill-considered statements in advertising. Also, the young industry or advertiser very often raises his after-service costs alarmingly by sales promotion methods which are adopted without giving them consideration.

Turning specifically to the farm tractor, we find some interesting facts which offer, between the lines, food for thought to any manufacturer who must give after-service on his product.

BUSINESS GETTING ITS BALANCE

Recently a number of tractor manufacturers were questioned as to the length of life enjoyed by the average tractor. The answers ranged from "300 working days" to "fifteen years."

One of the oldest and most successful companies said, "Many of our tractors have done an immense amount of work for four seasons without a dollar's worth of repairs. But the tractor is efficient only in proportion to the efficiency of the operator."

Another manufacturer answered flatfootedly, "I know farmers too

(Continued on page 81)

Over 50% Gain in Foreign Display

MARCH, 1919, OVER MARCH, 1918

Is the remarkable record of
**THE CLEVELAND PLAIN
DEALER.**

In total paid advertising
THE PLAIN DEALER
gained 30% for the month.

Local advertising gained
25%—the largest local gain
registered by any Cleveland
newspaper for the period.

Always **FIRST** in Cleve-
land and Northern Ohio,
THE PLAIN DEALER is
now stronger in this field
than ever.

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York City

Western Representative
JOHN GLASS
Peoples Gas Bldg., Chicago

"Advertise Now," Says *The South Offers You*

"It is the desire of the Department of Labor to stimulate business by suggesting to present advertisers that they increase their space and to prospective advertisers that they bring their plans to a head and start advertising immediately.

"The surest and quickest way to bring business back to its pre-war basis is to overcome the general apathy to buying which exists in the minds of many people at present. Advertising will do this.

"We would like to see more retail advertising and more national advertising."

ROGER W. BABSON, Director General
Information and Education Service,
United States Department of Labor.

TO advertise now more liberally than ever before, becomes a patriotic duty as well as business prudence, in view of the conditions set forth by Mr. Babson.

The South offers the most fertile field for the expansion of your advertising program, because of the extent and solidity of the buying power of the Southern people.

Southern folks have the money with which to buy in great quantities any useful goods that may be brought favorably to their attention through intelligent advertising.



The Associated Advertising Clubs of the World hold their next Convention in the South, at New Orleans.

Their present prosperity is based on the solid foundation of agricultural products, natural resources and manufacturing—all in lines that will be utilized in great volume by the processes of world reconstruction.

the Department of Labor

the Most Fertile Field

If your goods will add to the comfort, happiness and pleasure of the people who pay great attention to things which make life worth the living, you can sell them in the South, at present and in the future, if they are properly advertised in this section of the country, through the following newspapers:

ALABAMA

Aniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning & Evening Advertiser

ARKANSAS

Little Rock Arkansas Gazette

FLORIDA

Jacksonville Florida
Jacksonville Florida Metropolis
Jacksonville Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent
Tampa Daily Times

GEORGIA

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian and Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin-Courier-Herald

GEORGIA (cont.)

Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal and Times
Louisville Herald

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI

Meridian Star

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salem Post
Wilmington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal
& Carolina Spartan

TENNESSEE

Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-
Appeal
Nashville Banner
Nashville Tennessean-American

TEXAS

Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Ft. Worth Record
Ft. Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA

Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

PREPARED BY THE THOMAS ADVERTISING SERVICE
JACKSONVILLE AND TAMPA, FLA.



Power Farmers Use Motor Trucks

FOR the same reason that city firms use them—to cut costs and increase production.

Your truck message in **POWER FARMING** will be read by over 42,000 power farmers who own and operate farms averaging 334 acres. Over 80% of these farmers own motor cars. Nearly that percentage own tractors.



5,200 two-fisted dealers who *sell* motor trucks are reached through **POWER FARMING DEALER.**

THE POWER FARMING PRESS
ST. JOSEPH, MICHIGAN
MEMBER AUDIT BUREAU CIRCULATIONS

well to even guess at the average life of a tractor."

Reviewing tractor history, we find that the buck is passed boisterously back and forth between farmer and tractor man on several issues which affect after-service costs. Morals on after-service can be extracted by the reader as he reads.

It was along in 1912 that tractors really began to get their wheels on the ground and look the farmer squarely and confidently in the eye. "Previous to that time," one engineer told me, "every two tractors that went out had to be followed by a service man in order to keep them running."

The greatest manufacturing mistakes occurred during the transition period when steam tractors were going out and gas tractors were coming in. The mechanical shocks due to gas explosions were not reckoned with. Connecting rods which were all right in an easy-going steam engine were all wrong in the strenuous internal-combustion motor. Breakage was common and after-service climbed.

During the period of 1908 to 1911, some manufacturers did not even have water-cooled cylinders on their gas tractors. Pre-ignition was practically constant and warping of valves was common.

The high cost of after service can easily be imagined.

A merchandising mistake which has been common in many industries was made by the tractor people. In the scramble to load the dealer map with tacks, tractor men would often go to jerk-water communities. The smallness of the market made it impossible to offer much to an ambitious man, so the tractor representative would sign up with some bright lad he might see about the depot or else perhaps would induce a retired farmer to take up tractor selling as a hobby.

Now this was in reality a sleuthing job. The bright boy or retired farmer had no tractor. He knew not how to sell. He would simply keep in on the gossip and

now and then he would report that "Silas was thinking about a tractor and send some one on to start a dicker." Enter the salesman. The tractor is sold. The salesman departs. The tractor goes into service with no one to guide it. Pretty soon arises a loud shout for after-service.

Of course such merchandising had to stop. The profit on the average tractor being about \$150, it did not take many after-service trips to wipe these dollars out. One ex-service man spoke feelingly about this when recalling a 70-mile trip made to adjust a spark plug.

Talking further with this man, he estimated from his experience that in Illinois, the farmer is located from six to eight miles from a supply of spare parts. In Minnesota, from ten to fifteen miles, in North Dakota, from twelve to thirty-five miles, in Montana from ten to fifty miles.

One of the ways in which the tractor men are meeting this condition is to encourage the farmer to buy a small supply of repair parts coincident with his purchase of the tractor.

OVERLOADING AND OVER-SPEEDING

A next after-service problem arose out of over-loading and over-speeding. In the first flush of ownership it is a fairly safe wager that the average buyer of mechanical equipment will try to do stunts. The tractor has been no exception. Sure enough, the farmer began to cut didos.

The tractor, having steel tires and no springs, damage was bound to result. After-service mounted up. But more.

Plows are designed to work best at certain speeds. Pull them through at a faster rate and results will be unsatisfactory, ridges appearing in the ground.

There is no doubt that many tractor manufacturers encouraged users to speed somewhat by laying stress on quick work. But here is what one of the leaders says to-day:

"Although the tendency seems to be toward higher speeds in

farm work, it is due, no doubt, to the change from horse power to mechanical power without realizing the limits of the latter. Some seem to have the idea that as long as it is a tractor it can be made to travel at an increased rate of speed and thus do more work." The writer then goes on to show why a certain tractor operating at two and one half miles per hour will pull three plows while the same tractor operating at three miles per hour cannot safely pull more than two plows.

The subject of over-loading leads us directly to advertising. In the fight for place, many tractors were advertised as four-plow tractors when they should have been rated at the three-plow mark.

During the fourth annual Tractor Show in Kansas City, I attended one afternoon a meeting of the S. A. E. One speaker made the flat statement that of forty-two tractors which demonstrated at Salina last summer, every one had its power overstated. Certainly this is a wild flight in the well known face of Providence when it comes to reckoning the price in after-service costs.

The curious thing about this is that when privately questioned, the tractor manufacturers all state that the real power should be understated from twenty to thirty per cent in order to safeguard the machine against abuse. Meanwhile the farmer is worked up enough over the problem so that State legislation is impending to fix a uniform and correct method of rating power. One of the familiar figures in the tractor industry says that this is their greatest problem to-day.

One engineer told me that at a meeting of tractor men the question was discussed, "When is a tractor overloaded?" One of the pioneers stoutly maintained that "a tractor automatically protects itself because when it is overloaded it will stop!"

As an industry matures, its advertising matures also. The loose statements of yesterday become

quiet, guarded facts. After-service costs drop. This will be true of tractors as it has been of other products. Soon, some manufacturer will prefer to say that his tractor is a four-plow or three-plow puller, depending on the soil conditions and level or ups and downs of the farm.

Two other forms of over-working the tractor came out of the manufacturer's and the farmer's desire to make all possible use of his machine. Stump-pulling has been suggested by some manufacturers but is said to have wrecked many a tractor. Deeper plowing has been indiscriminately advertised with fine results in many instances but throwing up of non-productive virgin soil in other cases.

Another way in which tractor promotion literature has courted abuse is through the common statement that the tractor may be left out in the field all night. A few nights in the open may do the tractor no harm but the psychological effect of the statement has been overlooked. The user has carried the thought one step further and commonly leaves the tractor bare and out under a tree all winter!

This carelessness has of course added to after-service costs and the advertising man is entitled to a blush or two of guilt.

ENTER THE TRACTOR SCHOOL

Live dealers in such states as Illinois, Iowa, Minnesota and the Dakotas are putting in tractor schools. Here short courses are given—usually of three-day duration—to recent and prospective customers.

The manufacturer sends trained instructors and frequently expert outsiders volunteer their services. The interest in these schools is keen. For instance, last winter 300 farmers traveled through a blizzard to attend one such school in Iowa.

It is realized that the farmer cannot get posted on all details in such a short time. The object is rather to get him so thoroughly interested in his tractor that he



\$700,000,000

in Raw Products
Marketed Annually from

OKLAHOMA

What makes Oklahoma prosperous? Agriculture, Live-stock, Crude Petroleum, Natural Gas, Lead, Zinc, Coal, Cement, Lime, Plaster, Glass, Salt and Lumber—Natural resources, the magnitude of which is yet scarcely touched, annually distribute more than \$700,000,000 to the people of Oklahoma.

Few states offer as fertile a market for advertised merchandise. Few newspapers offer a service as complete at as low a cost as The Daily Oklahoman and Oklahoma City Times which reach one family of every five in Oklahoma.

THE DAILY OKLAHOMAN

"Oklahoma's Morning Newspaper"

OKLAHOMA CITY TIMES

"The Evening Paper of Oklahoma"

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City San Francisco

will continue his study after he gets home and also retail what he has learned to his neighbors.

At these schools it has been found that the farmer does not want the theoretical discussions but prefers to be told in a few simple words how to locate and remedy common troubles.

He is ready and eager to learn how to be his own service man.

And no doubt the same is true of purchasers of much other equipment where the high cost of after-service is to-day a burden.

Pausing in perplexity, a great light is shining in the tractor manufacturer's sky.

It has been discovered that the buyer's greatest interest occurs at the time he makes his purchase.

It has been figured out that it is far cheaper to teach him then how to use and care for his tractor than to hand out expensive after-service.

So the tractor school has come into being.

He Writes Well with Either Hand

AS a slight addition to the reporter-copy-writer controversy which has been so ably presented by both sides, PRINTERS' INK offers the following by a New York *Sun* reporter.

After the statement that a new million-dollar hotel in the South will be called "The O. Henry," with portraits of the author and illustrations from his works as part of the decorations, the reporter rejoices at the apparent deliverance of the American public from the names of kings and queens. He then gives free rein to his imagination and his apparent copy-writing instincts after the following fashion:

"May we not soon see the Hotel Henry James, with winding, mazy corridors and obscure corners; the Thomas Hardy, far from the madding crowd and famous for its Gloom Room; the Tennyson, with a brook running through the lobby and a marble Sir Galahad frown-

ing on Peacock Alley; the Stevenson, with a young man serving cream tarts in a pavilion on the links; the Arnold Bennett, where the waiters will talk a great deal but arrive late with food (no Pretty Ladies welcome); the Theodore Dreiser, for travelers of forty; the Defoe, with a cave for patrons as well as goats; the Poe, with mysterious prices; the Mark Twain, with huckleberry finnan haddie; the Eugene Field, with foods fresh from the Sabine Farm; the Hergesheimer, where three black pennies will be acceptable as a tip.

"The idea adopted by this North Carolina wise man should appeal to publishers, who may be expected to invest liberally in hostelrys bearing the names of their favorite writers. Ay, the writers themselves may plunge into the hotel business. 'Spend a week at the Harold Bell Wright, away from the Eyes of the World.' 'Come to the Robert W. Chambers and wear a Cardigan jacket.' 'The Paths of Glory lead to the Irvin Cobb.' The advertising possibilities are infinite."

Hoyt's Service Ten Years Old

Hoyt's Service, Inc., New York, held a dinner on April 15, commemorating its tenth anniversary. The business was founded by Mr. Hoyt at New Haven, Conn., in 1909, and was removed to New York a number of years ago.

Manke With Cornell Wood Products Company

Edward H. Manke, for several years advertising manager of the Hurley Machine Company, Chicago, has resigned to go with the Cornell Wood Products Company, of the same city, as advertising manager.

C. E. Vear Joins J. Roland Kay Company

Chas. E. Vear is now head of the copy department of the J. Roland Kay Company, in Chicago. Until recently he was connected with Baron G. Collier, Inc., in that city.

Alsop Leaves Chicago Elevated

George A. Alsop has resigned as idea man and director of art for the Chicago Elevated Advertising Company, to become director of the photo-art department of Hop Service, Inc., Chicago.

1705



ONLY REAL SERVICE
COULD EXIST SO LONG

NEW YORK COMMERCIAL

The National
Business Newspaper
Established 1793

Is the 100% way to reach the leading business men and executives in 1700 cities throughout the United States and Canada.

With its 18,000 market quotations *daily*, and its columns of market information, the Commercial is indispensable to every man with anything to buy or sell.

The "Silent Partner in our Business" is the way a Providence business man puts it.

Has both Dealer influence and Consumer value.

The most interesting, informative and serviceable publication in the world.

Sample copy and full information on request.

Russell R. Whitman
Publisher

38 Park Row - New York City

Be sure and see the *New York Commercial* for the best reports of the two big forthcoming Conventions:

**National Foreign Trade
Council, Chicago, April
24th to 26th.**

**National Chamber of
Commerce, St. Louis,
April 28th to May 1st.**

Covered daily by the Commercial's staff of special business writers and experts.

5 cents on newsstands.

**\$9.00 a year by mail or
delivery.**

To Develop So

During the past 90 days the following (not counted) have been added to the whom the Smith Publications are pro

S. F. Bowser & Co.
 Erie City Iron Wks.
 Edw. R. Ladew Co., Inc.
 Hercules Powder Company.
 Dodge Mfg. Company.
 Moore St. Turbine Co.
 B. F. Sturtevant Co.
 Midwest Engine Co.
 Worthington P. & Mch. Corp.
 American Ever Ready Wks.
 Roessler & Hasslacher Chem. Co.
 General Electric Co.
 Weber Subt. Pump Co.
 Marlon Mch. Fdy. & Sup. Co.
 Flexitallic Gasket Co.
 Carling Turb. Blower Co.
 Uniflow Boiler Company.
 Wheeler Cond. & Eng. Co.
 LeValley V. Carbon B. Co.
 Wayne Oil Tank & Pump Co.
 Files Eng'g Co., Inc.
 Plastic Met. Packing Co.
 Columbia Graphophone Co.
 Rochester Can Company.
 Carpenter & Co., Geo. B.
 Doss Rubber & Tube Co.
 The National Marking Mch. Co.
 Sharples Separator Co.

Baker R. & L. Co.
 United Mch. & Mfg. Co.
 Chicago Pneu. Tool Co.
 Quigley Furn. Spec. Co.
 McEwen Brothers.
 Monarch Tractor Co.
 Empire Cream Separator Co.
 Rich Mfg. Company.
 Motor Spark Plug Co.
 Ric Wil Company.
 The Johns-Pratt Co.
 Locomotive Superheater Co.
 Stanley Belting Co.
 Star Brass Works.
 M. H. Detrick Company.
 United Electric Co.
 Alladin Company.
 Paramount Metal Form Co.
 Bunyan Mfg. Company.
 Parks-Cramer Company.
 Carey Mfg. Company.
 Joliet Oil Tractor Co.
 Birdsell Mfg. Company.
 Warren Tool & Forge Co.
 The Handy Supply Co.
 Page Boiler Company.
 The J. W. Hays Corp.
 Standard Scale & Supply Co.

W. R. C. Smith Pub. Co., Atlanta, Ga.

Members A. B. C. and A. B. P.

Use the Smith

uthern Business

new advertisers (one-time space users already long list of manufacturers for ducing Southern business.

Cotton: — A Monthly Textile Production Journal.

Circulation 5000.

Thoroughly covers the South's Textile Industry.

Southern Engineer: — A Monthly Power Plant Engineering Journal.

Circulation 19,000.

Reaches more Southern power plant engineers and superintendents than the other engineering papers combined.

Southern Hardware and Implement Journal.

3500 monthly circulation to Hardware Jobbers and Dealers. In the South 85% of the farm implement trade is handled by the hardware dealers.



Publications

**"Promptly and
Satisfactorily"**

THAT is what one of our customers wrote us in regard to a publication recently issued. Could there be any more forcible words used in relation to

Printing?

This is the general record of the CHARLES FRANCIS PRESS, 461 Eighth Avenue, New York City.

Our facilities and our organization are unsurpassed in the United States for any class of work which we undertake. Fine color printing, large catalogs and publications are all in our line.

'Phone 3210 Greeley

Eastman Kodak Wage Dividend Plan

Future Value of Stock Depends Upon Employees

By L. B. Jones

Advertising Manager, Eastman Kodak Co.

IN line with his long time policy of letting the men who have assisted in building up the business, share in the profits, George Eastman will distribute among the workers at the Kodak plants common stock with a market value of six million dollars.

Ten thousand shares of Kodak stock, which is now quoted on the local stock exchange at "570 bid," is to be sold to old employees at its par value of \$100 per share, the proceeds from the sale to become a part of a welfare fund to be created for the benefit of all the employees whether they participate in this stock distribution or not. By this plan, those employees, who, by the terms of the gift, may participate, secure the stock at about one-sixth of its actual value, and what they pay for it goes into a fund for their own benefit and the benefit of their fellow workers.

Mr. Eastman's offer requires that a like amount of stock be set aside by the Eastman Kodak Company from its unissued common stock for the carrying out of this plan of participation among the present and future employees. The offer was accepted at a meeting of the directors, held last week and has already been concurred in by many of the larger stockholders in the company.

In the case of the stock set aside by the company, the sale price of the stock (\$100 per share) goes into the company's treasury, but the market value of this stock is so high that on the present basis the employees will profit to the extent of nearly \$5,000,000, which means that the entire plan including Mr. Eastman's donation and the sale of the company's stock, will eventually accrue to the benefit of the employees to

the extent of nearly \$11,000,000.

When the wage dividend was established, all of those who had authority to fix wages were given peremptory orders that it was not to be considered in the hiring of labor. The full value of the labor was to be paid for, regardless of any such dividends. That such dividend, paid out of the excess profits, was not merely generous but wise, has been proved through the loyalty of the Kodak employees and their efficient work, and that they will, to an even greater extent, respond to the liberality of a plan that makes them virtual partners in the business, cannot be doubted.

NOT IN LIEU OF WAGE DIVIDEND

The wage dividend is to be continued as before. Under the stock distribution plan it is estimated that a half million dollars additional will be distributed among the employees each year at the very start, and that this amount will gradually increase as a larger and larger proportion of the workmen become entitled to part ownership in the company.

Something more than one-half of the employees will be entitled to participate immediately under Mr. Eastman's gift, and a considerable number in addition will come in at once under the provision for the purchase of the common stock. It is hoped that the time is not far distant when all employees who have been two years or more with the company—and Kodak employees have a way of sticking—will have become stockholders.

It will be noted, from Mr. Eastman's letter to the directors, published in full below, that it is provided that the employees must not sell this stock within five years

from the time it is issued to him. This provision is made because it is the intention to keep these highly profitable shares in the hands of the employees and thereby fully demonstrate to them, over a five-year period, the advantages of receiving dividends from past savings. It is believed that at the end of five years of experience with the stock, there will be very few of them who will be willing to sell their holdings.

Ample provisions are to be made to help those employees, who cannot pay for the stock at the time it is allotted, to pay for it through the application of their dividends and other savings. At the present rate of earnings, the dividends alone would complete the payment for the stock in from two and one-half to three years.

With his usual thoroughness, Mr. Eastman has made ample provision for safeguarding the interests of those who for any reason leave the company's employ within the five-year period. The employees are getting for \$100 what is now worth \$570. The future value of the stock depends, most of all, upon them. Interest on their part may well mean increased efficiency and productivity, which in turn would mean increased dividends and a corresponding increase in the value of the stock.

SPECIFIC INSTANCES

As a matter of interest, two typical cases are here figured out. Take the man, who up to January 1, 1918, had been with the company for twenty years and whose average wage for that period was twenty-five dollars a week. His total pay for the period would have been \$26,000. Two per cent of this amount is \$520, which would entitle him to the purchase, at that price (\$520), of five and two-tenths shares of stock, which is worth to-day \$570 per share, or \$2,964. Subtracting from this the \$520 to be paid in, there is a profit, at the end of the five-year period, to such employee of \$2,444, plus the dividends received in the meantime, and even

the \$520 he has paid in goes, not to the company, but to a welfare fund for the benefit of the employees.

As stated in Mr. Eastman's letter to the Directors, he wished to recognize his personal obligation to "those loyal wage-earning and salaried employees who have helped to make the business a success." Naturally, therefore, the gift made by him for those long in the service was especially liberal. Under the plan provided by the company for taking care of the newer employees, the basis is the same so far as it applies to those who have been with the company for five years or less. Take, under this plan, a man who, at the end of five years, shall have also averaged \$25 per week. His total wage would have amounted to \$6,500. Two per cent of this would figure \$130, which would entitle him to the purchase, at that price (\$130), of one and three-tenths shares of stock, which is worth to-day \$570 per share, or \$741. Subtracting from this the \$130 to be paid in, there is a profit at the end of the five-year period to such employee of \$611, plus the dividends received in the meantime, which may be estimated conservatively at \$260. In addition to this, the employees will continue to receive the wage dividends, under which the company distributes nearly a million dollars each year.

Mr. Eastman's letter to the Board of Directors follows:

"For some time I have had in contemplation a plan for recognizing my personal obligation to the loyal wage-earning and salaried employees of this company and its allied companies who have helped to make our business a success. This plan, briefly stated, involves a contribution by me of a substantial amount of common stock to be sold at par to such of the employees above referred to as have shown their loyalty to the company by length of service; the money derived from the sale of these shares to the employees to become a part of a welfare fund to be created for the benefit

**The most compact
market in U.S.A.**



**Covered
thoroughly
by The**

ASK the Merchandising
Service Department of
The Indianapolis News for a
complete individual analysis
of the sales possibilities of
your product in this im-
portant market center—
The Indianapolis Radius.

Indianapolis News

New York Office,
Dan A. Carroll,
Tribune Bldg.

FRANK T. CARROLL,
Advertising Manager

Chicago Office,
J. E. Lutz,
1st Nat. Bank Bldg.

of all the employees and administered under rules and regulations to be mutually agreed upon by the Directors and myself.

"It is my desire to make this plan effective as of January 1, 1918, and to extend the right to participate to those employees still in the service who completed two years or more of continuous service on that date, the amount of stock which such employees may purchase to be an amount equal to two per cent of their total wages earned during the entire period of their continuous service before that date.

"The company's records of wages paid to such employees prior to January 1, 1918, indicate that it will require approximately 10,000 shares of common stock to carry out this plan. I wish to donate that stock, but the plan should not end there. It has advantages which are valuable to the company and the present stockholders and I feel very strongly that the company should make it possible to continue the plan and enable future employees and such of the present employees as cannot participate now, or can participate only partially in the purchase of the above stock, to look forward to the enjoyment of a similar privilege upon a common basis when their loyalty has been shown. This can be done if the company will set aside a portion of its unissued common stock for sale at par to these latter employees, giving to each of them a maximum participation equal to two per cent of wages earned during five years of continuous service.

"Therefore, I make the following definite offer, viz:—I will donate sufficient common stock estimated at 10,000 shares to enable wage-earning and salaried employees of this company and its allied companies still in the service, who completed two years or more of continuous employment on January 1st, 1918, to purchase at par an amount of such stock equal to two per cent of their wages earned while continuously employed prior to that date.

"The above offer is, however,

made on condition that this company set aside 10,000 shares of its unissued common stock to be issued for cash at par and made available for sale at par from time to time only to wage-earning and salaried employees of this company and its allied companies, as they attain two years continuous service, the maximum amount purchasable by any employee to be an amount at par equal to two per cent of the total wages paid such employee during five years of continuous employment; with the proviso that an employee entitled to participate on the basis of five years or more continuous service in the purchase of shares contributed by me shall not be entitled to participate in the purchase of the shares set aside by the company, but an employee entitled to participate to a less extent in the purchase of shares furnished by me may share in the purchase of stock set aside by the company as far as may be necessary to bring his total purchases up to the maximum above stated.

"The stock set aside by the company will enable existing employees who on January 1, 1918, had served continuously two years or more, but not five years, to continue from year to year if they remain with the company their purchase of common shares at par until they have acquired the maximum amount above stated, and will enable present employees who on January 1, 1918, had not served continuously two years to begin their purchases when they have completed that service and if they remain with the company to continue such purchases from year to year until they have acquired the maximum amount above stated. It will also for many years to come enable new employees after they have attained two years of continuous service to participate in the purchase from year to year of common stock at par on the same basis and to the same extent.

"If the company with the consent of its stockholders shall approve this plan and comply with the above condition, the result
(Continued on page 97)



This symbol stands for Wilfred O. Floing Company.

It typifies a service which cooperates in the closest fashion with the plans and policies laid out by the agency and the advertiser.

It means a highly specialized training in grasping the stronger selling points, and devising layouts and pictures which make the most of them.

Most of the agencies and advertisers who learn the value of this service think well enough of it to use it year after year.

WILFRED O. FLOING COMPANY
CHICAGO



CIRCULATION VALUE HIGH

Advertising to bring results must reach the buyer at the lowest possible expense. The one medium that reaches all of the people at the lowest possible expense to the reader, is outdoor advertising.

The message reaches the buyer in a direct, convincing, permanent, forceful displays and in locations that cannot be missed in each locality.

Every minute of every hour of the day, outdoor advertising is seen. No lost motion—no waste circulation—never forgotten. Forcefully it is driven into the inner consciousness of the buyer.

To be fair to yourself you will place part of your advertising budget on outdoor advertising. We are prepared to present a definite plan to meet your requirements.

CHICAGO

Thos. Cusack

Largest Advertising Company



THE HIGHEST OBTAINABLE

to the buyer and reach him in the most direct way.
to the people all of the time, and without effort or
advertising.

A direct, convincing way through permanent, domi-
nions that carry the greatest circulation value in

any day, outdoor advertising presents your message.
on—never failing—but quietly, effectively and
consciousness of every reader.

part of your appropriation in the outdoor field.
plan to meet your needs.

Cusack Co.

NEW YORK

Advertising Company in the World



**The Largest Plant
in the Largest City**

(and it's the largest in the country, too)

But mere size-superiority is not a good reason for giving us your business. **PLATE-SUPERIORITY IS!**

If you want to know **WHY** we've grown so large, give us your next job!

DOWNTOWN PLANT	UPTOWN PLANT
200 William Street Beekman 2900	10th Ave. & 30th St. Greeley 2900

**Black and White
Ben-Day or Color**

STERLING ENGRAVING CO.
NEW YORK

will
comm
of \$
empl
stand

"A
contr
set a
distr
venie
outli
tifica
each
one-t
stock
their
on th
dend
conve
semi-

"T
a pla
ever
allotr
there
their
divid
upon

"C
non-t
of th
havin
tifica
they
more
turity
avera
tifica
of is
matur
share

"A
leaves
for a
to su
tifica
with
tional
surre
tifica
holder
rende
amou
upon
there
death
matur
cates
made
stock
"Th
shares

will be to make available 20,000 common shares of the par value of \$2,000,000 for sale at par to employees of two years' or more standing.

"All of this stock, both that contributed by myself and that set aside by the company, can be distributed to employees most conveniently under the plan above outlined, if represented by certificates of the face value of \$10 each, a certificate representing one-tenth of a share of common stock. Such certificates will carry their proportion of dividends paid on the common stock but the dividends upon certificates may, for convenience, be made payable semi-annually.

"The company should establish a plan to assist employees, whenever necessary, to take up their allotment of certificates and pay therefor in installments out of their savings and by applying the dividends paid on such certificates upon the purchase price.

"Certificates should be made non-transferable before the date of their maturity, and to avoid having too large a number of certificates mature on the same date they may be issued in two or more series, with different maturity dates for each series, the average maturity period of all certificates being five years from date of issue. As fast as certificates mature they may be exchanged for shares of common stock.

"An owner of certificates who leaves the employ of the company for any reason should be required to surrender his unmaturing certificates and accept their par value with any unpaid dividends apportionable to them to the date of surrender, but in the case of certificates not fully paid for the holder should be required to surrender the same and accept the amount standing to his credit upon his account for the purchase thereof, and in the event of the death of an employee holding unmaturing certificates such certificates may, on full payment being made therefor, be exchanged for stock to be issued to his estate.

"The proceeds of the sale of the shares contributed by me may be

used, if necessary, to pay for the shares to be issued by the company for sale to employees; but in that case the money so used must be replaced out of the proceeds of the latter sale, in order that the company's welfare fund may receive ultimately the full par value of the common shares contributed by myself.

"The above is a mere outline of the plan. Many details remain to be worked out and power for this purpose should be given by the stockholders to the Board of Directors in case the plan is accepted.

"I will hold this offer open until September 1, 1919."

Men Released by Packers to Give Jobs Back to Soldiers

Since the signing of the armistice nearly 15,000 war-time employees have been dismissed by the big Chicago packing firms. This is due to a drop in war orders and also to the necessity of reinstating employees who enlisted in the army and navy. The packing firms promised every man that his job would be ready for him when he returned.

An interesting development of the situation is that many of the discharged employees are Southern colored men, who flocked to Chicago three or four years ago on account of the widely advertised shortage of help.

"No discrimination is being shown in this," an official of one of the packing companies told *PRINTERS' INK*. "It is merely a case of the survival of the fittest; the best man staying on the job."

Vantine Store Gives Free Smokes to Patrons

A. A. Vantine & Company, New York merchants in oriental goods, have inaugurated a novel "service" feature in their men's wear department. Patrons in this department find an open box of cigarettes on the counter. Vantine's own brand, and they are invited by the salesmen to smoke while making their purchases. There is a two-fold object in this, according to *Men's Wear*, which reports the innovation. One is an appeal, a novel attraction to the customer, and the other is to sell the Vantine "Sirdar" cigarette, of which the store makes a special feature in its regular cigarette department.

Two Artists Join Osgood Studios

David Gross and Ernest Sarin, formerly with the Business Art Company and the Mohawk Studio, both of New York, are now with the Osgood Studios, of the same city.

Knowledge

EVERY advertising solicitor or agency, every newspaper or periodical, every special representative, everyone engaged in any publicity work, media or products—needs some one of the forms of service provided by *The Standard Register of National Advertising*.

THE STANDARD NATIONAL

It will give you that information about the national advertising field that is essential to effective salesmanship. It is simply invaluable. Saves time, saves correspondence, makes money.

The Full Service Gives You

1 THE STANDARD REGISTER

A bound volume, containing names of 8,500 national advertisers, classified by lines of business and alphabetically indexed, with information concerning articles advertised, names of man or men controlling advertising appropriation, agency connections, time of year when appropriations are made, and kinds of media used.

2 SUPPLEMENT SERVICE

Issued monthly, showing changes in and additions to national advertising field. It automatically keeps your Register up to date.

3 AGENCY LIST SERVICE

A separate volume, revised and issued in March, July and November. Lists all advertising agencies with their personnel and clients and indicates those approved by the A. N. P. A., the P. P. A., or who are members of the A. A. of A. A.

certainly is Power!

REGISTER OF ADVERTISING

4 SPECIAL BULLETIN SERVICE

Guaranteed minimum of 40 copies per year, each containing from 5 to 8 items of exclusive advance information about plans of national advertisers.

5 GEOGRAPHICAL INDEX

Separate pamphlet listing names, addresses and products of all advertisers shown in Register, arranged by cities and states for convenience of traveling solicitors.

You can buy these 2 ways

THE REGISTER, with current Supplement, for.....	\$25
THE SUPPLEMENT SERVICE, one year, for.....	25
THE AGENCY LIST SERVICE, one year, for.....	10
THE SPECIAL BULLETIN SERVICE, one year, for..	15
THE GEOGRAPHICAL INDEX, for.....	5

or

THE FULL SERVICE, including all features named above and the free use of our Service Bureau for special information, at, per year.....	75
--	----

ORDER NOW

National Register Publishing Co.

10 East 43d Street
1654 Monadnock Block

New York City
Chicago

A light weight paper
you can depend on for
Process work—

Color-Log Enamel

It weighs only 60 pounds
on 25 x 38 basis, but
it has a surface that
takes fine screen half-tones
or process work beautifully.

This paper is a favorite
with the largest mail order
houses. Let us send you
samples and prices. Dummies
gladly made on request.

Please communicate with nearest branch.

BERMINGHAM & PROSSER CO.

*Coated, Book and Offset Papers for
Mail-Order, Process and Quality Work*

KALAMAZOO

CHICAGO

NEW YORK

Good Copy and Then the Right Typography

Typography Not Prettiness or Fussiness—What It Can Do for the Advertising Message

By Everett R. Currier

WITH everybody going to print nowadays no advertiser can afford to overlook the important part which typography plays, or should play, in making his message outshine his competitor's.

It is one thing to write a piece of good copy, but an entirely separate problem to transform it into an attractive printed page. And it is this transformation, which must take place before copy becomes advertising, that is the job of advertising typography.

It used to be that when the copy was finally approved and maybe a picture made, all the brain-workers could tackle the next job, while the copy ran through the printer's hopper, and thence to the press in such form as the writer and printer chose to give it and the advertiser to pass.

But to-day, with the cost of paper, presswork and postage greatly increased; and most of all with the present tremendous competition for that precious thing upon which all advertising is built—the reader's favor—the typography of an advertisement or booklet of any importance whatever has become a very special problem.

Now, what is typography? What does it do and what can it do for advertising?

Modern advertising typography is still too young an art to have impressed its importance or its possibilities on the minds of most advertisers. It is only the few who have discovered it as a specialty outside the scope of the copy man and the printer.

The general attitude toward the word "typography" is that it connotes prettiness and fussiness and the making of visiting cards and title pages; that it deals with

questions of serifs, hairlines, points and em-quads but knows nothing of advertising values; that when typography (as distinguished from typesetting) comes in at the door, such virtues as strength, clearness, liveliness or plain common sense, fly out of the window.

So that typography needs little explaining. In the dictionary you will find it defined as the art of printing from movable types—a definition that was pat and sufficient for Johann Gutenberg's day, but not for ours.

WHAT TYPOGRAPHY COMPRISES

In the first place, typography deals with the presentation of ideas. It disposes of the question, Now that we have an idea, how are we going to present it to the reader? What is it going to look like when it comes out of the press on that expensive rectangle of paper? It begins with the necessity of digesting the advertiser's problem or getting his message across. Next it requires the laying out of the idea on paper, not with mere pretty lines and masses, but with a knowledge of its workability with the printer's material. It selects a suitable type, and includes the consideration of paper textures and colors of ink. It frequently requires intelligent editing, or at least the delicate suggestion of some revision of the copy. In fact it comes very acceptably at times within the scope of typography to provide the layout or determine the page arrangement to which the copy shall be adapted. It includes the use of drawn borders, lettering and decorations and should control the design of these. And there is no reason for assuming that it may not oc-

casionally incorporate the selection of suitable illustration with propriety.


At least I should like to make the point that typography is a vastly more important factor in advertising than the mere mechanical process of putting metal type one against another in a printer's stick, or of ejecting hot linotype slugs onto a galley; that it is not the innocent pastime of making patterns on layout paper, nor the art of the interior decorator thinking only of planes, third dimensions and color values. Nor is it summed up in the much-vaunted virtue of legibility or in that glib phrase "making type talk." Good typography is far too subtle to be so summarized and labeled. There are plenty of expensively legible and talky pages which leave the reader cold. There is a warmth and friendliness about good typography that comes up to greet the reader. It is legible and inviting without being glaring or blatant.

Unless you are making Christmas cards instead of advertisements, the first thing you must get out of type is legibility. But for all that, I think we have harped a little monotonously on the legibility theme, to the exclusion of other virtues. Granting that no advertisement can be good if not easily readable, a page meant to attract the eye, as all pages are, need not look as plain and homely as a factory building. Why do we continually say that type has no business to be decorative when in nine-tenths of all advertisements and booklets printed there is an almost pathetic straining to provide an æsthetic quality or to surround the message with an atmosphere through the use of art work?

What about such qualities as cleverness, dash, piquancy, chic, which the maker and seller of everything but machinery are crazy to get into their advertising? Why not recognize the qualities inherent in type to charm, to express various shades of feeling, beyond the plainer task of spelling out words?

The typographer who knows his job deals first of all with the English language and is as much concerned with interpreting the advertiser's idea and making an inviting page, as is the man who writes the copy.


B A T E S



THE BATES SHOE CO. BOSTON, MASS. U.S.A. MADE IN U.S.A.

W H E T H E R the shoes that bear the Bates mark are swinging along at the regulation military pace or trending city pavements on civilian feet, it is reassuring to know that Bates serviceability and outstanding style have conquered war-time conditions, not succumbed to them. They have answered the call of the times.

Whether the looks indicated in this advertisement style for this season, we offer the most correct shoe to the young man who wants crisp and cool a lot of wear; and for the man who wants heavy comfort, all the style usually left out of the so-called comfort shoe.



So when you think "Bates," look up the dealer in your city who carries the most discriminating men amongst your acquaintances. Anything less than the price we ask you to pay for the Bates shoe is not economy.

In branches there will be found representative notes of style which contain the conditions of every case, and every four card.

S H O E S

POSITIVE TYPOGRAPHY—INVITES THE READER TO READ

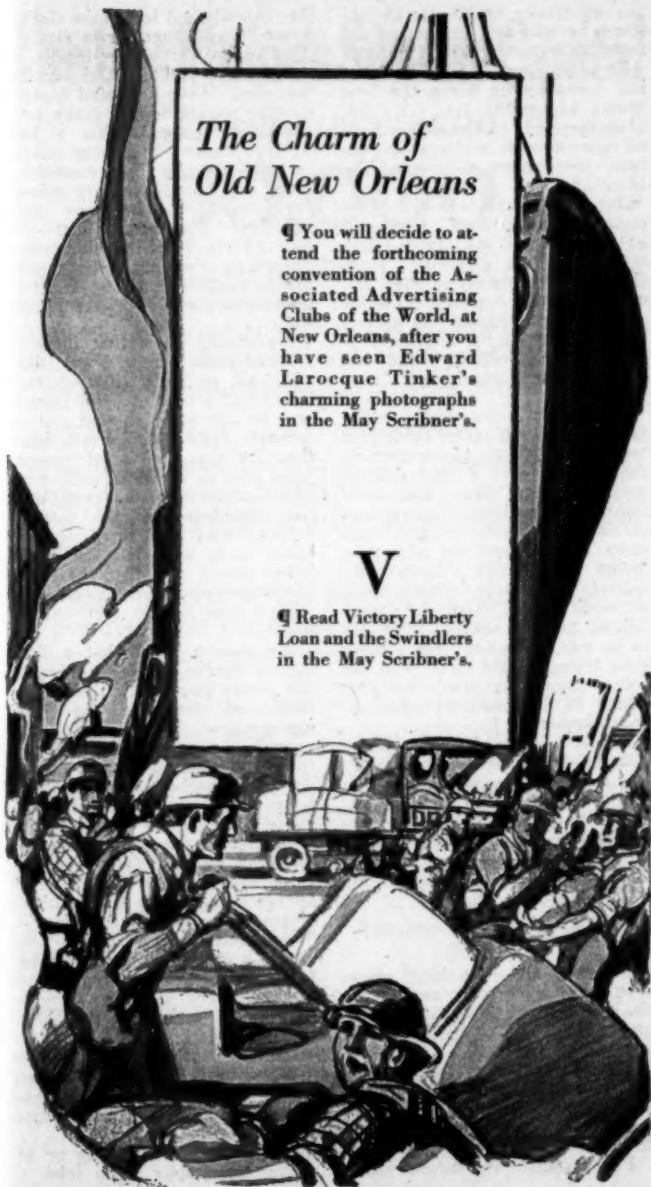
There are many varieties of good typography. Certainly typography can be as varied as advertising ideas themselves and can match them in goodness. It can be strong, even brutal, or lowbrow, where it should be. If a trained man is required to write lowbrow copy, it also takes a trained man to secure that effect in type—never forgetting that it is the thought, the advertising idea, that must be brought out.

The Charm of Old New Orleans

¶ You will decide to attend the forthcoming convention of the Associated Advertising Clubs of the World, at New Orleans, after you have seen Edward Larocque Tinker's charming photographs in the May Scribner's.

V

¶ Read Victory Liberty Loan and the Swindlers in the May Scribner's.



One of The Quality Group

No advertiser wants to be obscure, or take any chances of not being understood, even if he does sell cut plug or overalls or chewing gum, so he hires the best brains obtainable for his copy. Manufacturers of limousines have no more difficult problem, just because they happen to have a high-brow clientele.

Typography can help both these classes of advertisers. One does not always use the italic swash capitals of the Original Caslon Old Style, charming as they are, merely because one happens to be called in as an expert. A perfect knockout of an arrangement is easily possible with our old friend the black and bowlegged Hobo Series.

There was a time when, so far from there being such a thing as a typographer (in the modern sense) there wasn't even a copy man or an advertising man. Our own Benjamin Franklin, Esquire, was all these rolled into one and much more besides, and the advertisements in the old *Pennsylvania Gazette* very likely brought home as much bacon, relatively speaking, as ours do to-day. But able as he was, he would have a sorry time trying to get away with the job to-day on that prosperous successor of his paper in Independence Square.

Modern advertising typography is a job for the specialist. Someone must act as guide through the bewildering maze of types, accessories and processes which surround the printing press. How is the printer himself, or the copy man or the advertiser to find his way about?

FUNDAMENTALS OF TYPOGRAPHIC KNOWLEDGE

But there are some things about type which every man working in the advertising business may know and will be the better for knowing.

He should know, in the first place, that there are a lot of foolish theories and notions advanced as to what and what not to do.

For instance, he should know

that capitals and lowercase should never be used together in display. That capitals are never legible or are too formal for advertising purposes. That lines and masses of type should always make preconceived shapes. That a line of type cannot be strong unless set in boldface. That condensed faces are never necessary except for newspaper headings and street-car transfers. That for fine effects hand-lettering must always be used, and that hand-drawn borders are always better than those made of printers' brass rule.

He should know that there is a lot of junk in type metal; that, after all, with the English language and a font of plain Roman type he can print all that can be printed. He should keep in mind the fact that one good normal face, such as the deservedly popular Caslon, has no fewer than five alphabets on each size of body (Roman caps, small caps and lower case, and italic caps and lower case), and that there are about sixteen of these sizes, from twelve lines to the inch to one line.

He should know that a little skill in handling these would make the family idea of bold faces and condensed faces in the main unnecessary. He should know enough about type sizes to know that if he writes 200 words for six square inches of space it will have to go in about six-point solid. He should know that a pretty layout does not necessarily imply an effective type page.

He should know that it is not always necessary to do something original in order to be effective. There may be no especial novelty in a plain double-rule border, for instance, but he may hunt through every specimen book in the world, employ all the architectural or decorative motives ever invented, or hire a dozen artists to draw, and he will not secure anything more appropriate. And this is just as true of a good type face.

The business of making or securing typography is no joke.

The Des Moines Sunday Capital

HAS A PAID CIRCULATION OF

50,000

The Sunday Capital is only three weeks old, and yet the paid circulation is as stated above. We do not know of a new newspaper in the history of America that has ever started with so large a paid circulation, or with such a substantial advertising patronage.

The first Sunday Capital, issued April 6th, was 110 pages in size, and contained 527 columns of advertising. The second Sunday Capital, on April 13th, was 52 pages in size, and contained 162 columns of advertising.

The great success of the Sunday Capital is due to the popularity of the six day Capital and to the very high grade features of the new Sunday paper.

The Sunday Capital contains four pages of the best rotogravure that can be manufactured on 50 lb. calendered paper; four pages of comics headed by Mutt and Jeff and Captain and the Kids; six pages of magazine features; such well known newspaper writers as Frank Simonds, David Lawrence, Philip Gibbs, Dr. Crane, and a very large list of the best features available, including "Fads and Foibles," by Mitchell, and "Among us Mortals," by Hill.

The Des Moines Capital

EVENING AND SUNDAY

LAFAYETTE YOUNG, *Publisher*

New York and Chicago Representatives

O'MARA & ORMSBEE, INC.

Advertise America

We are launching a campaign to sell the biggest and finest thing the world has produced so far: *America*.

We want to make the *real* America as well known as the most famous nationally advertised products. We want the *Truth* about it to be known, for we believe it can stand on its merits. It needs no high colored word painting, no adjectives,—but it *does* need publicity.

There are about 13 million foreign born in America. About 6 million cannot speak English. A large part of them are out of touch with our country, isolated in their "quarters" and "colonies," from American ways of living, American thought and American ideals.

We are going to tell them (through their own newspapers) some facts about America:

That there are opportunities here today
(And we will show how to find them)

That there is a real home here for the foreign worker
(And we will tell him how to own one)

That there is genuine self government in our institutions
(And we will tell him how to take part in it)

That America means *Liberty coupled with order*.

We are going to do this big advertising job in the newspapers of the foreign born, because these papers reach the class we want to talk to.

We are going to use big space and striking pictures. The subject is certainly big enough for full page display.

We invite co-operation in this and discussion, because we are what the name implies a "Council." Business men, labor leaders and educators are among our members, together with representatives of the different races in America.

We want you to write to us for we need your suggestions and your help to

**Advertise
America**

**THE INTER - RACIAL
COUNCIL**

120 Broadway, N.Y. C.





RIGHT AT YOUR DOOR

is an undeveloped foreign market of 13,000,000 people. They were born abroad, and they have retained the foreign habits of industry and thrift.

Counting those of foreign parentage there are 30 million such people *right here*.

They want to be Americans and are willing to spend money to dress and eat and live like Americans.

They have been earning high wages; they have saved money. They invested about 1200 million dollars in the 3rd and 4th Liberty Loans. *Yes, Sir, they can buy.*

Some producer of standard goods is going to reach these people first with advertising and capture their trade. He will find it immensely profitable.

The foreigner reads the paper in his own language. About 6 million of the foreigners do not read English.

THE AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS, Inc.

(under entirely new management and ownership)

Woolworth Building, New York

Chicago Office, Peoples Gas Building

offers this market for your products.

We know this field, we can tell you *where* and *how* to advertise, and we prepare copy, translations and illustrations that appeal to the readers of each group of racial papers.

Write for our racial market analysis and rates.

Note to advertising agencies:—We allow full agency commission and cash discount. We can help develop a new field for your client.

Putting Selling Force Into Printing



Mark Well the Mark

The U. T. A. Printer displays it at his plant, in his advertising and on his stationery.

"Now here's *my* idea," says the Advertising Manager as he outlines his DIRECT Advertising plan to the Printer.

His plan is complete—dummies, layouts, designs and illustrations. Certainly the campaign should be as strong in selling force as in basic idea.

And so it is—often. Sometimes not. The Advertising Manager who wants *advertising* Printing must select his Printer for advertising *insight*.

He should have chosen a U. T. A. Printer—one who has two primary values to offer:

First: He, too, is a business man, conducting his business on definite systems of estimating, costs and accounting.

Second: He is a DIRECT Advertising Printer, offering not only the skill of his craft and the scope of his equipment, but providing an Advertising Service—ideas, sketches, layouts, even art and copy—for those who seek it. The Central Advertising Bureau of the United Typothetae of America works for him.

His interest is an *advertising* interest. So much the better is he able to adhere in his product to the advertising *ideas* of his customers. He puts selling force into Printing.

Next time consult the U. T. A. Printer and profit by his service

This Campaign is in co-operation with Paper Manufacturers and Merchants, Manufacturers of Type and Printing Machinery, Engravers and Electrotypers.

UNITED TYPOTHETAE OF AMERICA

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

Not Conducted for Profit

General Offices: 608 So. Dearborn Street, Chicago

Chamber of Commerce of the United States Issues Platform

Suggests a Basis on Which American Industry Can Build National Labor Programme

THIRTEEN principles prepared with a view to giving manufacturers a permanent foundation upon which plant relations can be built, have been submitted to a referendum vote of the Chamber of Commerce of the United States. These principles were prepared by a special committee of the Chamber after a long period of study on the entire subject of industrial relations. Each manufacturer thinking along progressive lines will be able with these fundamentals before him to adapt certain of them to his particular problem, with the realization that no particular scheme can be applied to any industry without adaptation to its peculiar needs. A set of fundamentals suggested by a body representing more than 8,000 manufacturers in its membership is of interest to every manufacturer. They are given as follows:

1. Industrial enterprise, as a source of livelihood for both employer and employee, should be so conducted that due consideration is given to the situation of all persons dependent upon it.

2. The public interest requires adjustment of industrial relations by peaceful methods.

3. Regularity and continuity of employment should be sought to the fullest extent possible and constitutes a responsibility resting alike upon employers, wage earners, and the public.

4. The right of workers to organize is as clearly recognized as that of any other element or part of the community.

5. Industrial harmony and prosperity will be most effectually promoted by adequate representation of the parties in interest. Existing forms of representation should be carefully studied and availed of in so far as they may be found to have merit and are adaptable

to the peculiar conditions in the various industries.

6. Whenever agreements are made with respect to industrial relations they should be faithfully observed.

7. Such agreements should contain provision for prompt and final interpretation in the event of controversy regarding meaning or application.

8. Wages should be adjusted with due regard to the purchasing power of the wage and to the right of every man to an opportunity to earn a living at fair wages, to reasonable hours of work and working conditions, to a decent home, and to the employment of proper social conditions.

9. Fixing a basic day as a device for increasing compensation is a subterfuge that should be condemned.

10. Efficient production in conjunction with adequate wages is essential to successful industry. Arbitrary restriction on output below reasonable standards is harmful to the interests of wage earners, employers, and the public and should not be permitted. Industry, efficiency and initiative, wherever found, should be encouraged and adequately rewarded, while indolence and indifferences should be condemned.

11. Consideration of reduction in wages should not be reached until possibility of reduction of costs in all other directions has been exhausted.

12. Administration of employment and management of labor should be recognized as a distinct and important function of management and accorded its proper responsibility in administrative organization.

13. A system of national employment offices, with due provision for co-operation with existing

State and Municipal systems, can be made, under efficient management and if conducted with due regard to the equal interests of employers and employees in its proper administration, a most helpful agency, but only if all appointments are made strictly subject to the Civil Service law and rules. Policies governing the conduct of a national system of employment offices should be determined in conjunction with advisory boards—national, state and local—equally representative of employers and employees.

Members of the committee signing the report are: Harry P. Kendall, manufacturer of Boston; Harry Bruere, vice-president, American Metal Co.; Joseph H. Defrees, lawyer, Chicago; William Butterworth, manufacturer, Moline, Ill.; John W. O'Leary, manufacturer, Chicago, and Harry A. Wheeler, banker, Chicago.

U. S. Bank Blazes Advertising Trail in Argentina

THE marked success of an advertising campaign conducted by the Buenos Aires branch of an American bank was a surprise to the Argentine public as well as a shock to the dignity of many of the other banks. The results, however, were most satisfactory, and other banking institutions have begun advertising on a small scale.

In October, 1917, the campaign was started and within fourteen months by means of newspaper and magazine advertisements, posters, window transfers, and signs in street cars and subways, appealing to workmen, children, and small investors, the depositors in the savings department numbered over 7,500, and the amount to their credit was about 4,500,000 pesos (\$1,912,500 United States currency).

Posters and signs were placed in the largest factories and an arrangement made with the man-

agers of several to make their New Year presents to the employees in the form of savings accounts. Over 50 per cent of the men kept the accounts in the bank, and a large number of those who drew them out are now reopening them.

A large increase noted at the end of 1918, when 1,640 new accounts were gained in December, was principally due to the distribution of small savings banks or boxes which were lent to those opening an account of 5 pesos or more, although accounts may be started with an initial deposit as small as 1 peso. Interest is paid at the rate of 4 per cent per annum after sixty days, and is computed quarterly.

At first two men only were employed in the savings department, but this number has been increased to eleven. The accounts are kept by a modern card system, which enables the work to be handled easily and without loss of time.

Outside of the advertising that the bank is receiving and the favorable results and prestige from a banker's point of view, the whole idea has been beneficial to the nation, for it has impressed upon all, and especially upon the non-saving classes, the advantages of saving money. The plan is now being taken up by some other banks in Buenos Aires.—*Robert S. Barrett, Commercial Attache at Buenos Aires, in Commerce Reports.*

Willys-Overland's 1918 Profits Highest

The Willys-Overland Company, Toledo, Ohio, shows profits for twelve months ending December 31, 1918, amounting to \$11,510,645, the highest in the history of the company.

The annual report, in the section devoted to the purchase of a controlling interest in the Moline Plow Company, predicts that the Moline Plow Co. output this year will be doubled, and in 1920 doubled again.

Appoints Special New York Representative

George Sirmay has been appointed special New York representative of the Charleston, S. C., *American*.



An Opportunity to Concentrate

IN 1868, at the beginning of the era of industrial expansion that followed the Civil War, the first textile paper that has entered into the making of the present *Textile World Journal* was founded at New York.

To textile manufacturers, mill owners, managers, superintendents and overseers of today the *Textile World Journal* is a text book of technical value which cannot be measured in dollars and cents.

To the modern industrial advertiser it affords the means of concentrating his campaign in a single medium to cover an entire big industry.

Textile World Journal

*Members
Audit Bureau of Circulations
Associated Business Papers, Inc.*

NEW YORK

When Necessity or Strategy Demands Quick, Positive Action

BOSTON AMERICAN

*With the **LARGEST Evening Circulation**
in New England Has the **Power to**
Deliver for Your Sales Campaign!*

April 1st Govt. Circulation Statement 301,270

Now—*Today*, campaigns are being formulated all over the country for the exploiting of new products and expansion of established lines. Business and trade plans of heretofore unparalleled magnitude are waiting for the psychological moment. You may wake up any morning to find that your biggest competitor has launched an unexpected drive which will effect *Your* sales—**UNLESS YOU MEET THE COMPETITION AT ONCE.**

What will you do in a case like this?

You can't wait a month or two for the magazines to fire a counter barrage—you can't "paper" every town with big posters.

YOU MUST HAVE ACTION—QUICK ACTION. You must **reach THE GREATEST NUMBER OF PEOPLE IN THE SHORTEST POSSIBLE TIME.**

This Is When You Need the Boston American—the Paper With the *Largest Evening Circulation in New England*

Recognition of this market and the medium for reaching it effectively is significantly demonstrated by the lineage totals for the first three months of 1919 from the ten big department stores of Boston using space in evening newspapers.

These stores gave the Evening American 300,023 lines, this being 55,770 more than the second paper and nearly twice as much as the third paper.

Merchandising Service at Your Service	Facts, data, trade information—valuable assistance, ready when you need it
--	---

FIRST Department Store Medium in the Evening Field

This Roaster Says Coffee Is Not John Barleycorn's Heir

Sees Need For New-time Coffee Shops

COFFEE as a hilarious merry-making beverage—the heir to John Barleycorn's wobbly sceptre and tarnished crown—is doomed to disappointment until the thirsty forget that raisin whiskey, prune wine, malt beer, frapped apple-jack, peach brandy, grape wine and innumerable brews and distills can be made in the home with the curtains drawn tight and the wife off for a week's visit to mother.

This is the opinion of a Michigan coffee roaster, with the experience of a year of prohibition, writing anonymously in *The Tea and Coffee Trade Journal*. With cellar stocks of spirits of ferment still hiding the furnace and rivers of it flowing from wet Toledo, it has made it impossible to get the people down to a substitute, be it coffee or something else. The coffee roaster writes as follows:

"The consumption of coffee as a substitute for beer is no doubt already felt at the noonday lunch counters, but as yet there is not a coffee house, with the exception of the Greek, Armenian and Turkish establishments, which flourished before the drought, and continue in about the same proportion as to business. There is a missing link between the coffee roaster and consumer, and that must be filled before the desired result will be obtained. An American coffee emporium of some sort or other must of necessity come into effect. The writer cannot imagine a party of young or old men sitting in a one-arm 'bought-all-the-more' treating one another to the insipid pie-chaser served and called 'coffee.' Kindred spirits do not mix on the basis of one pound of coffee to four gallons of water, diluted with a mixture of condensed cream and milk. This concoction does not make the roses bloom or the band play or stir the imagination onto one of those endless 'did you ever hear this one' races.

"I am informed by the proprie-

tors of cafes and hotels where the cabarets and dansante held sway before the dry days that their patrons lie themselves to their homes after the theaters and there they have their lunch and liquid refreshments. However, tailors report a big business in dress trousers with quart-sized hip pockets. Ginger ale is having a big sale. You can put two and two together—quart-sized hip pockets and ginger ale—and a highball will be the result. The hotels and cafes see to it that plenty of tall glasses are within easy reach of their patrons, particularly those with the quart-sized pockets.

"Men are not lured into the pie and doughnut dispensaries by the fair sex. They know that sinkers topped off with coffee are not the right ingredients to make a man rave over their beautiful eyes and enticing lips, and lie and lie and lie themselves into the fairies' web. An old man cannot get a young man's ideas over a cup of coffee. Grape juice and buttermilk have the same effect. It is simply that the old are growing older and the young are growing colder. Imaginary roses and strains of sweet music do not seem to come from the aroma of coffee in the same proportion as from the fumes given off by 'Old Crow.'

"If coffee is a substitute for booze, why not alfalfa for tobacco, or the old gray mare for a flivver? A skating rink is a good place to skate and an airship a good thing to fly in, but you cannot substitute one for the other, and coffee won't make a wooden man dance. You might substitute apple pie for rare roast beef; that is, as a filler, and no doubt coffee will have some increase as a filler, but no one looks for nor expects the sale to equal the business of the booze dispenser. Coffee always was and always will be a chaser after viands, but as a hilarious merry-making beverage it is an absolute failure."

Effect of Exporting On Domestic Prices

Large Volume of Sales Abroad Will Indicate a Healthy Condition at Home, for Costs Must Be Kept Down to Meet Competition of Other Countries—Home Sales Always Most Important

THE topic assigned to me suggests that I make a guess as to the effect of this world market development upon the domestic business. At the outset there is one important consideration to bear in mind. It is this: while our exports of shoes running to 16,000,000 pairs in a year look large, they count for little against our total production.

Statisticians are pretty well agreed that we make about 300,000,000 pairs of shoes in the United States every year. It thus appears that our exports can expand year after year for many years before the foreign trade will be anything more than a side line when compared to the demand of the great home market. The shoe retailer at home has nothing to fear because of the expansion of our foreign trade. One of the problems of shoe manufacturing in recent years has been the difficulty of keeping the plants running continuously through all the months of the year. As you well know, the overhead expense continues when you are holding back your orders, and in the final analysis you have to pay for the idle times. A doubling up of our export sales of shoes would tend to stabilize the shoe production, to prevent the dullness between seasons.

It does not seem possible that any extension of our export trade in shoes will have any particular effect upon the style situation. There are countries which demand special styles, but for the most part the foreign demand is for American styles. In any event, it is improbable that exports of any fifty or a hundred million pairs would over-balance the domestic sales amounting to

about three hundred million pairs.

It is not possible to predict lower prices, but since our manpower has not been impaired, our tanneries and shoe factories have not been dismantled and our spirit of initiative and enterprise has not been checked, there is every reason to believe that more leather and shoes will be made in the United States than ever before. If we are to assume a larger share of the world's trade, it goes almost without saying that our domestic requirements will come first, that while prices may remain high there will be ample supplies of shoes for retail dealers to sell to the consuming public.

The fact that we are on an export basis should be used by shoe retailers as an argument that our manufacturers are keeping their costs down. Our export shoes must always be sold in competition with the manufacturing countries of Europe.

In conclusion retailers should welcome the further development of the export sales of shoes for the reason that they will profit from anything which increases the power and importance of American shoe manufacturing. The more prosperous and successful are our manufacturers the better they will be enabled to serve their domestic customers.—*From Address by James H. Stone, Editor "The Shoe Retailer," Boston.*

Huge Gasoline Production

Gasoline production in 1918 exceeded 85,000,000 barrels, an increase of 17,000,000 barrels over 1917 production and 35,000,000 barrels more than the production of 1916. The daily increase for 1918 was 47,000 barrels above the 24-hour average of 1917. In 1916 there were 8,473,102 barrels of gasoline sent abroad; in 1917 this amount increased to 9,901,877 barrels, while the 1918 exports reached a total of 13,312,508 barrels.—*Automotive Industries.*

"Modern Medicine" a New One in Chicago

The Modern Hospital Publishing Company, of Chicago, has started a new magazine to be known as *Modern Medicine*. This will succeed the *Interstate Medical Journal*. It will be published in behalf of public health. A. F. Nagel will represent the publication.

The Plumber on Main Street



He is a successful merchant because he has made his calling a business instead of a "trade." He sells, in addition to plumbing supplies, a wide variety of household articles, such as Heating and Lighting Accessories, Bathroom Supplies, Toilet Articles, Lamps, Kitchen and Laundry Supplies, etc. Have you ever thought of the "Plumber on Main Street" as a distributor for your product?

DOMESTIC ENGINEERING

The Weekly Paper of the Plumbing and Heating Trades

has cultivated the many thousands of "Plumbers on Main Street" in small towns and middle-sized cities throughout the country. They are regular readers of DOMESTIC ENGINEERING, and they have become alert, up-and-coming merchants through reading the timely and practical articles on merchandising and the high-class technical information that appears regularly in its pages.

The direct way to reach these live merchants with your advertising message is through the pages of DOMESTIC ENGINEERING — the Straightest Road to the Plumbing and Heating Contractors of America.

DOMESTIC ENGINEERING

407 S. O. DEARBORN ST. - CHICAGO, ILL.

Member of Audit Bureau of Circulations

1454 Subscribers Abroad— 378 New Since March 1

That's the circulation of **THE FOUNDRY** abroad as of April 14.

These subscribers are located in every country of the World, as shown by the following detailed statement. 378 of these 1454 subscriptions have been received since March 1.

Alaska	3	Mexico	15
Argentina	5	New Zealand.....	38
Australia	137	Norway	10
Belgium	11	Panama	6
Brazil	5	Peru	3
Chile	1	Philippine Islands.....	3
China	13	Porto Rico.....	2
Colombia	1	Portugal	1
Cuba	4	Roumania	1
Denmark	6	Scotland	92
England and Wales.....	605	South Africa.....	6
Finland	2	Spain	14
France	83	Straits Settlement.....	1
Greece	1	Sweden	35
Hawaii	8	Switzerland	15
Holland	18	Tasmania	4
British Honduras.....	1	Uruguay	1
India	14		
Ireland	24	Canada	1454
Italy	31		408
Japan	228		
Java	1	Total outside United	
Korea	1	States	1862

And these subscriptions abroad represent only 14 per cent of our total paid subscription list which is 10,159, of which 408 are in Canada and 8,297 in the United States and possessions, with a total distribution of 11,500 copies for the April 15 issue, and the number growing with each issue.

If you have anything to sell to the foundry trade at home, in Canada, or any other part of the World, advertise it in **THE FOUNDRY**—the only journal devoted exclusively to the foundry industry.

Two issues a month—first and fifteenth. Advertising rates, A.B.C. detailed statement of circulation and full information furnished promptly on request.

THE FOUNDRY

THE PENTON PUBLISHING COMPANY
Penton Building, Cleveland

Power Boating — The Marine Review — The Iron Trade Review
The Foundry — The Daily Iron Trade and Metal Market Report
Members Audit Bureau of Circulations—Associated Business Papers

Newspaper Copy for Spanish America

Interesting Facts About Rates, Position, Etc.

By A. A. Preciado

THE ink our American newspapers use comes from the same source that supplies the newspapers of the world. Ink—printers' ink—spread over the surface of thousands of tons of white paper in America exercises a tremendous power. The time is coming when this power will be international—when the associated publications of the world, whatever be their language, will properly assume their place as molders of international public opinion, understanding and close relationship. They will act as the reserves of the League of Nations. They will cement political and economic relations between all nations and peoples.

The basic principle of newspaper production is the same the world over. The distinguishing characteristics lie in the language in which they are written, the type characters and the mechanical appearance.

I have before me a copy of a Chilean newspaper—one of the best. As I look it over from front to back page I fail to detect any striking difference from the average American newspaper, excepting, of course, that of text, which is in Spanish. Also, the big headlines are missing, and the make-up on the inside pages is not like that which we Americans are accustomed to see every morning and afternoon of our lives.

The average Chilean newspaper plant is modern. The same is true of all leading Latin-American newspapers—and there are more than the average American who has not made a close study of the Latin-American situation is led to suspect. These publications are equipped with modern presses capable of running off large circulations. The majority of these presses came from Amer-

ica. Many came from Germany. The composing rooms compare favorably with those found in the average newspaper plant in this country. The leading newspapers have installed engraving plants. These, however, do not measure up to the standards set by the American engraver. The Latin-American newspapers do not seem to be able to get the best results in printing half-tones. In the first place, their screens are too fine. Secondly, the subject matter is not selected with the best of care. Unless the subject matter is properly selected for newspaper reproduction and a good cut made there isn't a stereotyper or a pressman in the world who can bring out the high lights for proper results.

I advise American advertisers to use line drawing exclusively in illustrating their copy for Latin-America.

MODERN NEWSPAPER METHODS

The paper I have before me has broken away from the Latin-American newspaper style of placing advertisements on page one. Although it still quotes page-one space in its rate card, the policy seems to be to discourage the selling of space on the first page as much as possible and to leave this important page to the discretion of the editorial department. The management has studied American methods closely, and is always looking for added improvements along Yankee lines. Some day the larger Latin-American newspapers are going to follow the American style of make-up. A start has already been made in this direction by a newspaper in Valparaiso. The owner of this publication several months ago sent for a young American newspaper man to install American

methods in the composing and editorial rooms. He succeeded. He made the paper look very much like an American publication. It resembles a newspaper in San Diego, Cal. The American took the California style along with him.

The newspapers in Santiago, Chile, then became interested in the innovation. When I left Chile arrangements were being made in two newspaper plants to send for American experts to direct the work of reconstruction.

If we turn to page two of an ordinary American newspaper we find news, and perhaps, a very limited amount of advertising in the lower corners. Page two of the Chilean newspaper I have before me is solid with advertisements. They are of different sizes. The placing of ads across the top of the page is popular with newspapers in the Spanish-speaking countries. Therefore, we find on this page at the top a seven-column ad, three inches deep.

The paper under discussion claims a circulation of 50,000, and it bases the following rates on this distribution:

Inches.	First and Second Page.	Third and Fourth Page.	Society News.	Cable Section.	Local News.
197.....	\$4.064	\$3.048	\$2.54	\$2.54	\$2.042
394.....	3.556	2.667	2.164	2.164	1.778
788.....	3.251	2.438	2.042	2.042	1.6256
1970.....	3.048	2.286	2.905	1.905	1.524

Here is a rate card from another newspaper in Chile claiming a circulation of 25,000:

1 to 200 inches (per lineal inch)...	\$ 1
200 inches.....	180
400 inches.....	320
800 inches.....	570
2000 inches.....	1260
5000 inches.....	2500

Forty per cent is added to the above for advertisements to be placed on pages containing reading matter. This paper does not accept ads for the first page or for the cable news section. The average Latin-American newspaper confines its cable news to one page, over which there appears a general heading like this: "News from foreign countries."

Next to reading matter position is taken into consideration by this rate card belonging to a morning newspaper in Buenos Aires:

DISPLAY ADVERTISING

	Per Inch Single Column, Each Insertion.
Run of paper.....	\$ 3.40
Next to reading matter (limited to single column).....	6.25
Financial	6.25
Next to reading matter (minimum two inches double column)....	9.85
SPECIAL DISPLAY ADVERTISING	
First page (occupying top of column, only display ad on page, minimum four inches double column)	18.75
Last page (one insertion full page)	750.00
Any inside page (one insertion full page)	600.00

Discounts on contract advertising used in one year range from five to fifteen per cent.

The greatest care should be taken in preparing copy for Latin-American countries. The text of an advertisement for a newspaper in Peru may not be appropriate for a newspaper in Argentine or in Chile. There is quite a difference in the Spanish as spoken in the southern countries of South

America, and in Peru, Bolivia, Ecuador, Colombia and Venezuela. Also, words that may appear to be correct in an advertisement in the last mentioned republics may not be understood in Mexico. Only a close student of the Spanish as spoken in all these Latin-American countries is capable of translating copy destined to go to the newspapers of the various countries.

To obtain a proper translation of copy I would advise an advertiser to consult translators who are natives of the country in which he wishes to place his business. Otherwise, his copy may be the laughing stock of the readers of the newspaper.

600,000 dollars

refunded

U. S. Wheat Rebates to Illinois Farmers

At harvest time grain buyers
paid low prices for wheat in
spite of government guarantee.

PRAIRIE FARMER

gathered data all over Illinois and
fought these profiteers in the interest
of its readers. The Food Administration
issued a refund order to adjust
these wheat purchases.

*Another Example of
Prairie Farmer's
Reader Service*

Burridge D. Butler, Publisher
C. P. Dickson, Advertising Mgr.



ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET • CHICAGO

We are told that we work more slowly than is the rule. Certainly in that preliminary research so vital to the success of the campaign to follow, we spare neither pains nor time.

When an Advertising Illustration Makes a Valid Trade-Mark

Recent Decisions of the Commissioner of Patents That Are Illuminating to Advertisers

BY means of two significant rulings in favor of national advertisers the U. S. Commissioner of Patents has thrown new light on the trade-mark status of advertising and more particularly pictorial advertising. Incidentally, this fresh development reveals an attitude of greater leniency at the U. S. Patent Office with respect to protection by trade-mark registration of distinctive advertising illustrations. It is an attitude that is a consistent and welcome sequel to the greater indulgence that has lately been shown with respect to the entry at the Patent Office of advertising phrases.

To appreciate the moral for advertisers in general to be found in the final opinion in the Cooper Underwear case and in the parallel case of the Thompson Piano Manufacturing Company, it is necessary to bear in mind that under the rules and regulations of the U. S. Patent Office a trade-mark, to be entitled to registration, must be something more than a "mere advertisement." Up to this time the unwavering policy has been to hold to a rather rigid attitude on this score.

The Cooper Underwear Company last fall sought to obtain registration for a picture that is doubtless familiar to all persons who keep in touch with current periodical copy. The picture is that of a woman sitting on a couch attired in a wrapper draped to show in part the knitted underwear worn by her. Equally prominent in the composition are two children, one dressed in knitted underwear sitting beside the woman on the couch and the other, similarly dressed in knitted underwear, standing on one foot at her opposite side.

Application was made by the Cooper company to register this picture as a trade-mark for under-

wear consisting of woven and knitted union suits, shirts and drawers for men, women and children, and socks for men and children. After consideration the application was rejected by the U. S. Examiner of Trade-marks on the ground that the picture is descriptive of the goods to which the mark is applied, since it illustrates underwear, and that it is not used as a trade-mark, but merely as an advertising device employed in the sale of underwear. In support of his position the examiner cited numerous magazine advertisements showing it to be a common practice to advertise underwear by means of pictures of women and children wearing the particular underwear that it is sought to advertise.

From the rejection at the Trade-mark Division the Cooper company finally made appeal to the office of the U. S. Commissioner of Patents and fortunately for the cause of advertising the case was reviewed personally by the Commissioner. On appeal Judge J. T. Newton has reversed the rejection and allowed the trade-mark application in an opinion that, it is safe to predict, will be extensively quoted by aspiring advertisers for years to come.

COMMISSIONER NEWTON REVERSES DENIAL

"As to the trade-mark use of applicant's picture," said Commissioner Newton, "applicant sets forth in its statement to its application that it is affixed to the goods or packages containing the same, and if this is true, in the absence of proof to the contrary, this certainly is a trade-mark use of applicant's picture."

The indictment of descriptiveness—always a serious one in the case of a trade-mark if it can be sustained—the Commissioner treats quite comprehensively. By

way of introduction and squaring himself with previous practice he says: "As to the descriptiveness of the mark, it is of course true that goods may be described by picture as well as by written description, and it is well settled that the mere pictures of goods should not be registered as trade-marks for the goods of which they are the pictures."

In exemplification of this principle the Commissioner recalled the case of the Motz Tire & Rubber Company wherein the representation of a tire with minor accessories was held unregistrable for tires; the controversy of Bristol vs. Graham in which it was held that the picture of a steel belt lacing was invalid as a trade-mark for belt lacings; the experience of the Scholl Manufacturing Company, which was told that the representation of a foot supported on an arch was unregistrable for arch supports; the denial to the Piston Ring Company of registration of a picture of several packing rings concentrically arranged; and the withholding from the Edwin B. Stimpson Company of a certificate for a picture of five short rivets superposed on a long rivet as a trade-mark for rivets.

Drawing a distinction between the class of pictures thus pronounced ineligible and the Cooper group, the Commissioner significantly said: "If applicant's picture was merely a picture of its underwear it would be clearly unregistrable, but it is an arbitrary artistic arrangement of details in which the illustration of the goods is only one of many features. The couch, the woman reading from a book to two children, convey an idea distinct from the underwear, and while any manufacturer of knitted underwear is entitled to illustrate his underwear garments *per se*, he is not entitled to monopolize the arbitrary matter in applicant's picture, and there is enough of this matter to take this mark away from a mere representation of applicant's goods."

As though by way of explanation that the position of leniency at the Patent Office with respect to advertising pictures has not

been attained at one long step, the reviewing authority at this point in his analysis referred to several somewhat similar cases in the past.

The references given included the case of Enoch Morgan's Sons vs. Ward, wherein it was held that a picture of a bright pan reflecting a man's face was a good trade-mark for a pan-cleaning compound. This was a case rendered interesting to advertisers by the fact that the advertiser had two trade-marks which he used separately in his advertising but jointly on the wrapper of the goods. Support was also found in the case of the Foulds Milling Company, where it was held that the picture of a hand pouring macaroni from a broken package into a saucepan was registrable for macaroni.

Finally did the Commissioner recall the conclusion some time since that the Watson Manufacturing Company was entitled to trade-mark certification for a picture of a fly outside a screen and the words: "The Fly Outside." This last case came closest, perhaps, to the leniency of the current action, the decision then as now having hinged on the circumstance that the picture was not a mere representation of the goods, even the screen shown being a triangular one of a shape not commonly used, to say nothing of the element of interest contributed by the fly.

AN IMPORTANT RULING

Summing up, the Commissioner ruled: "Cases like applicant's should be allowed or refused, depending on whether the showing was only a picture of the goods on which the trade-mark was to be used or whether it included sufficient arbitrary matter additional to the mere picture to indicate the origin of ownership rather than the mere description of the goods. It is held in the present case that there is sufficient registrable matter to warrant allowance of this application and the final rejection is accordingly reversed."

Two days prior to the announcement of the decision in the Cooper case, or, to be exact, on April 10, Commissioner Newton handed down an opinion in the parallel

National Names

The automobile has added many words to the American vocabulary. Among the most prominent are—

**Hyatt
Federal
Delco
Harrison
Remy
Covert
Klaxon
Chevrolet
Jaxon**

Advertising has accomplished this. The manufacturers represented by the above names are Campbell-Ewald Company clients

Campbell-Ewald Company
National Advertising

New York

Detroit

Chicago

Let us show you the
meaning in the word

ART MAT

The incomparable dull finish coated

It stands for dependability, for dignity of type page, for warmth and richness of illustration, for printed matter that invites and holds the eye and suggests, on every page, quality in the goods advertised.

Our Art Mat Exhibit case illustrates. Send for it to-day. No charge to you and a pleasure for us.

LOUIS DEJONGE & CO.

NEW YORK CITY



case of the Thompson Piano Manufacturing Company which, with its twin above quoted, will probably have a marked and permanent influence upon the composition in future of advertising pictures which it may be desirable to use in connection with "dress of the goods" as well as in display. The Thompson company manufactures a furniture polish and sought enrollment at the Trade-mark Division of the Patent Office of a picture in which the conspicuous elements are the representation of a grand piano and the figure of a woman standing by the piano and engaged in polishing the instrument.

Here the stigma which the Trade-mark Examiner discerned was a label use rather than a display advertising use as in the Cooper case. The formal ground of rejection was that the piano polishing picture was not used as a trade-mark indicative of origin, but only as a decorative feature for the labels and that furthermore the picture is descriptive of the quality or characteristic of the goods. The Trade-mark Examiner was able to summon a number of precedents to bolster his rejection.

There was, for example, the case of Pratt & Farmer, wherein a picture of a fish was refused registration as a trade-mark for fishing lines. Solace was also found in the case of the American Paint & Color Company, which firm was, a few years since, denied registration for a picture of a condenser, or rather of several condensers of different kinds, as a trade-mark for condenser paint, though on review it was held that if a mark on the whole is arbitrary the several elements of the design need not be considered separately. The Examiner, in order to fix the status of the "how" picture as beyond the trade-mark pale, also called the attention of the authorities higher up to a number of illustrations in magazines and on cartons showing different goods with various kinds and forms of illustrations as to the manner of use of the goods.

Commissioner Newton, in decid-

ing the appeal which was made to him, made it clear that he is not disposed to upset the principle that description of goods is taboo in a trade-mark and that description may be accomplished quite as effectively by pictures as by means of words. "But," he went on, "applicant's picture is not a picture of his goods at all. It is a conventional picture not useful to anyone else in describing polish, and to grant applicant a perpetual monopoly of this particular picture would harm no one. Any manufacturer of polish has a right to display on his goods the picture of the goods, but not applicant's conventional showing of a woman polishing a grand piano, all enclosed in a circle."

The preceding quotation holds the key to the logic that Commissioner Newton is apparently employing in deciding these cases that come close to the advertising line. His supreme test of the trade-mark eligibility of the highly suggestive phrase or picture is pivoted on the essentiality of the copy to other manufacturers of the same class for the representation of their wares. Thus, in a recent appealed case (Avalon Farms Company) the Commissioner overruled his subordinate and admitted to registration a suggestive, coined compound word because he held that it "is not taking from anybody any word useful in describing anything because there is no such word."

When announcing his current decision with respect to the piano-polish picture the head of the Patent Office pointed out that the way had been paved for this ruling by an earlier decision whereby the Belber Trunk & Bag Company had been accorded trade-mark standing for a picture of a pile of luggage, a globe, etc. In one respect this Belber case, in its reassurance to advertisers, went even farther than either of the cases decided in April, 1919, although the picture had not the constructive advertising force in the illustrations lately approved. The unique element in the Belber picture was that it embodied an inscription that savored strongly of an advertising

caption. On the globe appeared the words "Atlas Quality." The Examiner of Trade-marks ruled that the word "Quality" must be "disclaimed" or removed from the drawing as descriptive, but he was overruled by the Commissioner. Not only did the latter hold that the picture of the pile of luggage was arbitrary rather than a mere representation of the goods, but he came to the conclusion that "Quality" when used in connection with the word "Atlas" and the other features was not so clearly descriptive as to require a specific disclaimer or removal from the drawing. So the copy in its entirety was finally approved as an identification tag for suitcases, traveling bags, trunks and auto luggage.

That these cases seem to provide well-grounded precedent for the acceptance as trade-marks of erstwhile advertising illustrations in their entirety will be accounted by most advertisers a cause for congratulation because there is a heavy element of risk in undertaking to gain admission for an advertising picture by waiving or disclaiming exclusive rights in its advertising factors.

This was most strikingly brought out by the experience of the Motz Tire & Rubber Company, to which Commissioner Newton referred in each of his late decisions. The Motz company, for the sake of obtaining some measure of trade-mark protection for its picture of a tire on a clincher rim, was willing to vacate all claim to monopolistic rights in the picture of the tire and the word "Cushion" which appeared in conjunction with it. However, when the court of last resort came to pass upon this case, it held that a descriptive representation of goods having been refused trade-mark registration cannot be saved by a disclaimer that leaves nothing but a mere skeleton of the real mark.

In the Thompson Piano case just decided, as in the parallel case of the Cooper Underwear Company, the impression is conveyed that the Commissioner of Patents was consciously framing a rule of thumb for use in a class of

cases that may be expected to multiply as advertisers grasp their significance. "Cases of this character," says the Commissioner, "should be allowed or refused, depending on whether the showing was only a showing of the goods on which the mark was used or whether it included sufficient conventional matter belonging to no one and adopted by the applicant to indicate origin or ownership by him. It is held in the present case that there is sufficient arbitrary matter to warrant allowance of the case, and the final rejection is accordingly overruled."

The Preponderant Wealth of the United States

"Business is bound to be good," say A. Stein & Company, makers of Paris garters, in current business-paper advertising, and they give some impressive figures to substantiate their assertion. While the United States, according to this advertisement, has only six per cent of the world's population and seven per cent of the land, yet it produces 85 per cent of the world's supply of automobiles, 75 per cent of the world's supply of corn, 66 per cent of the world's supply of oil, 60 per cent of the world's supply of copper, 60 per cent of the world's supply of aluminum, 60 per cent of the world's supply of cotton, 52 per cent of the world's supply of coal, 50 per cent of the world's supply of zinc, 40 per cent of the world's supply of lead, 40 per cent of the world's supply of silver, 40 per cent of the world's supply of iron and steel, 25 per cent of the world's supply of wheat, and 20 per cent of the world's supply of gold.

Advertising Agents, Please Note

CURTISS AIRPLANE & MOTOR CORPORATION

GARDEN CITY, Apr. 10, 1919.

Editor of PRINTERS' INK:

Have you in your office a list of the advertising books published by advertising agencies? I am anxious to obtain for my library a complete set of these and would thank you if you would kindly supply me with this information.

F. L. FAUBROT,

Manager, Department of Education and Sales Promotion.

Two Additions to Staff of "Illustrated Milliner"

E. A. Crombie, advertising manager of Gage Bros. & Co., Chicago, for the last eight years, has joined the staff of the *Illustrated Milliner*, New York.

G. F. Bailey, formerly connected with the sales department of M. A. Cuming & Co., New York, has also joined the advertising staff of this publication.

The Religious Press

Just as today the preaching of religion is more cultural, more real, more virile, more practical, so is the written expression of it in the *Religious Press*.

The printed word concerning the greatest need of the world and the greatest force in the world—*Religion*—is today more potent, more attention compelling, more outspoken, more influential and yet more attractive to the millions of earnest men and women who live not only by the faith of their fathers, but in our new era of humanitarianism and of good works.

The *Religious Press* is a permanent power to which the maker of a worth while product—no other—may turn with confidence in this seething period of world reconstruction.

Space sold in large or small units—national or sectional, and

—unlike other periodicals, the Religious Press, as a class, has not asked advertisers to pay increased production costs by rate advance

More than fifty per cent of our readers individually own one or more automobiles

and more than fifty per cent of these automobiles cost more than \$1800.

Without a doubt, the Magazine of Wall Street has the highest percentage of automobile owners among readers of any magazine in the world.

We will be glad to present facts to support this statement—particularly to automobile advertisers seeking fertile ground for their advertising seed.

ADVERTISING DEPARTMENT

***The* MAGAZINE OF WALL STREET**

42 Broadway, New York

New Telephone Number—Broad 5793

The Magazine of Wall Street has the largest proven paid circulation of any financial publication in the world.

The Tie That Binds a Family of Products

A Plan That Has Been Followed Consistently for Forty Years

By R. D. Brigham

Advertising Manager, Sperry Flour Co., San Francisco, Cal.

THERE comes a time in the history of every large American manufacturer when it becomes difficult and often confusing to advertise all of the firm's products under a common name. It is very easy to advertise successfully one or two products, but when the line is increased to thirty, forty or a hundred diversified products, it is a more difficult problem.

Many American manufacturers have given this problem careful consideration, notably, Armour & Co., and The Sherwin-Williams Co. Armour & Co. advertise their many products under the common phrase, "Armour's Quality Products." Sherwin-Williams uses the phrase "Sherwin-Williams Products" to identify its entire line and connect each product with the other.

This very interesting problem was solved by the Sperry Flour Co. about forty years ago with the coining of the phrase: "A Sperry Product." It is highly probable that the Sperry Flour Co. was the first manufacturer in the United States to use a common identifying symbol.

Many years ago the Sperry Flour Co. began the manufacture of Germea, a breakfast food made from wheat. The name Germea was given to the product because it was made from the germ of the wheat. It was unlike any other product on the market and a trade name such as "Germea" was necessary. It was deemed advisable to connect the manufacture and sale of this product with the sale of the big line of Sperry flours. One of the executives of the company decided that this could be easily accomplished if the words, "A Sperry Product" were always printed under the word "Germea" in all advertising

and publicity matter. This was done, and to-day, as forty years ago, Germea is known as "A Sperry Product." The popularity and dependable quality of Sperry flour were used to introduce and carry along the sale of Germea. The word "Sperry" was the connecting link between the products.

Later this phrase was used more extensively when other products were added to the Sperry line of flour and cereals. The company purchased a competitive milling concern, and a part of the assets of this competitive concern was a well-known pancake flour, known as "Encore Pancake Flour." The name "Encore" as applied to pancake flour was well and favorably known, and doubtless had a certain merchandising value. It would have been folly to discard the name entirely. Therefore, when this product was manufactured under the Sperry name, it became known as "Encore Pancake Flour, A Sperry Product." Thus, the reputation of the Sperry Flour Company was attached to this old product and it helped to bring "Encore Pancake Flour" into greater favor with housewives on the Pacific Coast.

APPLIED TO NEW SORT OF PRODUCTS

A few years ago the company decided to manufacture a line of proprietary stock and poultry feeds. These feeds were well balanced rations and contained all the necessary food elements to supply nourishment to stock and poultry. It was decided that names, such as "Sperry Stock Food" or "Sperry Poultry Food" would not be sufficient because the names in themselves did not exactly describe the products and these names would have little distinctive selling value other than

An Experienced Advertising Salesman With Personality and Poise

With original ideas, and some planning and copy writing ability—will be interested in the unusual opportunity that exists in the western office of an eastern publication—the largest in its field.

General knowledge of publishing business, art work, printing, engraving, etc., desirable. Acquaintance among agency executives in the west would be valuable.

Headquarters, Chicago, with some traveling. Good salary to start, with commission basis as soon as business developed will give him a better proposition.

Address "G. M."
Box 105, Care of
Printers' Ink.

the value of the name "Sperry." Therefore, the company decided to adopt trade-names for these products which would tell the whole story in themselves. "Suremilk" was the name decided upon for the stock food, and "Surelay" and "Suregrow" were the new poultry feeds. The three products were extensively advertised, and in each advertisement the words, "A Sperry Product" were printed under the trade-name. Thus trade-names were used which clearly defined the purpose and usefulness of the products, and these names combined with the prestige of the name "Sperry" resulted in a widespread popularity and sale of the products.

In a like manner more than sixty products are tied together by the common identifying phrase "A Sperry Product." Whenever it seems necessary to adopt a distinctive trade-name for a certain product, it is done, and the new product is brought into the chain by the three family words. The executives of the company do not know how our big line could have been tied together without this identifying symbol.

Last year the company conducted an entire campaign on "A Sperry Product," explaining what this phrase means to dealers and consumers on the Pacific Coast, showing that behind it stands the dependable institution. The company endeavors to make the phrase more than a mere catchy advertising phrase. It stands for something bigger and broader and more substantial; in fact, the integrity of the institution itself.

P. S. Rumpel Makes Change

P. S. Rumpel, for the last ten years advertising manager of The Weis Manufacturing Company and sales manager of The Weis Fibre Container Corporation, Monroe, Mich., has become advertising manager of The Hummel & Downing Company, Milwaukee, effective May 1.

C. M. Cooper to Join Gill Engraving Company

Charles M. Cooper, for fifteen years with the Suffolk Engraving Company, New York, on May 1 will become associated with the Gill Engraving Company, of the same city.

Here is what one agency thinks of the cooperation rendered national advertisers by the service department of the Huntington, W. Va. Advertiser

MCJUNKIN ADVERTISING COMPANY
CHICAGO · NEW YORK · CLEVELAND

CHICAGO OFFICES
2 SOUTH WABASH AVENUE

April 11, 1919.

The Huntington Advertiser,
Huntington, W. Va.

Gentlemen:-

The broad-side you mailed to the trade on Orange-Crush recently is one of the best of its kind that has ever come to the writer's attention, and Mr. Scudder was so pleased with it that he asked me to ascertain if you could furnish us with 300 of these for which we would be very glad to pay, of course, whatever the amount the charge came to.

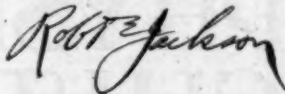
Will you kindly let us know whether or not you can arrange to furnish us with 300 of these and the charge therefor.

Needless to say the splendid co-operation given the local dealer is appreciated very much, and will undoubtedly aid him materially in putting Orange-Crush across in a big way in Huntington.

Very truly yours,

MCJUNKIN ADVERTISING CO.,

R. E. Jackson.
S.



This service is open for
all national advertisers

REPRESENTATIVES

The E. Katz Special Advertising Agency
New York City
Chicago

Kansas City
San Francisco

"The Door to a Fuller Happier Life"

THIS phrase is **not** ours. It belongs to the Editor of the Columbus Ohio Journal. It represents his **opinion** of **PHYSICAL CULTURE** as expressed in one of his editorials. The complete editorial follows:

"Every now and then there comes to our desk a magazine called **PHYSICAL CULTURE**. And every time it comes we read it all through, and wonder why we haven't been taking it regularly. Then, in the usual human way, we gradually forget all about it, until another sample copy of the magazine comes our way. But what we read in the **PHYSICAL CULTURE** Magazine we never quite forget: and although we do not act on its good advice as thoroughly as we should, it has its effect—immediately in a heartening realization of the possibilities of physical well being, and later, too, in a few good resolutions more or less kept.

The Mission of this really important periodical is to make us all

realize the necessity of caring for our physical-frames, of giving nature a chance to keep us well and strong, so that we can be of the greatest possible use to ourselves, to our families, and to our country. Any of the books or publications that bring this realization home to us are of value. We are using **PHYSICAL CULTURE** merely as an illustration. The great thing is to wake up to the fact that we can give our minds a better chance if we make our bodies strong: and that unnatural sedentary lives, without any offsetting exercises, will never make for the strong bodies. Exercise could be for many, an open door to a fuller, happier life; and there is nothing but laziness to prevent us all from entering it."

PHYSICAL CULTURE

119 West Fortieth Street

New York City

O. J. ELDER, Advertising Manager

Western Representative

CHARLES H. SHATTUCK

770 Peoples Gas Bldg., Chicago, Ill.

New England Representative

METZ B. HAYES

44 Bromfield St., Boston, Mass.

What Do You Know About Canada?

A Canadian Cites Examples That Show There Is Still Much to Be Learned This Side of the Border

By Frank Maitland

ACCORDING to PRINTERS' INK, as related in a recent issue, a distinguished New Yorker of no mean educational attainments, when asked to name the Provinces of Canada replied: "Montreal, Quebec and Assiniboia." The comment thereon was to the effect that this gentleman's acquaintance with Canada must have ceased shortly after the last Northwest Rebellion.

Up to the date of this type-writing, no Canadian of even ordinary common school education has been known to make the statement that the States of the American Union are New York, Chicago and Indian Territory; if he did, some Canadian paper might remark that his knowledge of the United States had ceased at the time of the civil war—and then again it might not.

Regina is the capital city of the big grain-growing Province of Saskatchewan. It is a proud and lusty and somewhat cocksure little city of probably 40,000 inhabitants. It thinks well of itself, but it does not consider itself the chief city of Canada, neither does it believe that the Province of Saskatchewan is all that there is of the Dominion.

An enterprising men's-wear retailer in that city was impressed by the advertising of a certain American line of underwear advertised in American magazines that have considerable circulation in Canada. He asked for the agency for his territory. He got it without delay—for all of Canada! Inquiries go to the advertiser from all parts of Canada, for American magazines are read widely in all Canadian Provinces. These inquiries are turned over to this men's-wear retailer in Regina and he sells this particular brand of underwear to buyers in

Nova Scotia, nearly 3,000 miles away. He has a snap all right and, needless to say, he has no complaints to make; but he is not equipped to represent the American manufacturer in the way that he should be represented in the Canadian market, and he sometimes wonders if this big American firm really thinks that Regina is the commercial centre of the Dominion.

MISPLACED ASSURANCE

A few years ago, I attended a big Business Show held in the Coliseum in Chicago. A string of business papers with which I was connected had an exhibit at the Show, the design being of course to interest some of the big business men in advertising in Canada. Along came the general sales manager of one of the biggest manufacturers of roofing materials, with factories and sales agencies in all the principal American cities. This firm had recently made trade connections with a wholesale hardware house in Montreal. It was nibbling at the Canadian market but was not prepared as yet to do any advertising.

"You are well represented now in Eastern Canada," I said, "although you might be well advised to have your line on sale by a Toronto house as well. But what about the West? That's where the biggest building activity is to be found these days. You should be represented in Winnipeg, and perhaps in Calgary and Vancouver as well. I should be very glad to recommend a good hardware house in Winnipeg."

"Winnipeg? Oh, we handle Winnipeg from Seattle."

"Indeed! I presume you handle Minneapolis from Seattle as well?"

"It's quite evident, young man, that you are not up very well in

United States geography. It happens that we have a branch sales office in Minneapolis, but if we hadn't we would work the Minneapolis territory from Chicago. It happens to be two days and a good many hundred miles nearer. You have a lot to learn about this country."

"Not nearly so much as the best informed American business men have to learn about my country," was the reply.

Forgetting the phenomenal war orders of recent years, Canada is by far the best customer that Uncle Sam has got. Too good to suit the ideas of the Canadian manufacturer, who complains bitterly that in spite of "Made in Canada" campaigns, and a customs tariff of a mildly protective nature, his own market is swamped with American-made goods, which means that many American manufacturers have discovered Canada; but it does not mean that they know much about it, for they don't.

The advertising managers of Canadian newspapers and periodicals, who make occasional journeys to Uncle Sam's country looking for business, are astonished at the lack of knowledge of Canada which they find in the offices of the big advertisers. They shouldn't be, for every day's mail brings new evidences of it in correspondence from the brainiest and best informed of American advertisers.

The incident that follows will excite little comment among Canadian readers. They are used to such things. They happen every day. A big American advertiser wanted information as to the distribution of his product among the druggists of a Canadian city. So he wrote to a newspaper in which he was advertising asking for signed statements from all the druggists. He sent along some forty or fifty post cards, on which his questions were neatly typed, and asked the newspaper's co-operation. Needless to say, he got it, and got it promptly. But his post cards could not go through the mails as they carried American stamps. The stamps that are

good in Canada happen to have the picture of King George. Those decorated with the features of George Washington are not accepted by the Canadian postal authorities. Not so strange either, when one comes to think of it. Yet in all the big Canadian hotels, frequented by American tourists, notices are placed conspicuously over the mail boxes with the reminder that Canadian stamps must be used on all letters. The notices are there, because they happen to be needed.

There is much educational work that needs to be done in the United States by Canadian newspapers and periodicals looking for American advertising. As a Canadian advertising man, let me say that the prevailing lack of knowledge in the United States of things Canadian is largely our own fault. We have not sufficiently advertised ourselves in the neighboring republic. Few of us realize the kindergarten nature of the instruction that needs to be given.

What is needed is a larger co-operative advertising campaign than has yet been attempted by Canadian publishers, and a stream of books and pamphlets for the instruction of American advertising agencies and business men.

One word more, addressed to the American advertiser. It is true that you get a big circulation among Canadian readers when you use American periodicals. But you need more than that to get the returns you have a right to expect from the Canadian market.

Many brands of goods that are extensively advertised in the United States are not sold in Canada. To get consumer interest it is necessary to advertise as well in Canadian periodicals. The reader knows that a line of goods that is advertised in Canadian periodicals and newspapers is on sale in Canada. He is never sure of this when he sees something new advertised in an American magazine. Canadian advertising will make doubly effective the Canadian circulation of American periodicals.

442 Newspapers
and 99 Magazines
competed for this
LOVING CUP



Presented for the
LARGEST SUBSCRIPTION RAISED for

"Our Boys in France Tobacco Fund"

WON BY

The Providence Journal

The PROVIDENCE JOURNAL raised \$94,756.92, approximately one-fourth of the entire fund raised by 541 newspapers and magazines and over twice the amount raised by the second paper participating.

It is additional proof of the influence and strength of this great newspaper—known for ninety years as "The Rhode Island Bible."

It is convincing evidence of the spending power of its prosperous clientele—the busy, money-earning residents of Southern New England, and of their confidence in anything which the Journal advocates.

PROVIDENCE JOURNAL COMPANY

CHAS. H. EDDY CO.

Representatives

New York

Boston

Chicago

**New York Theatre
Program Corporation
begs to announce that
Mr. J. H. Gallagher
has joined its Adver-
tising Staff.**

**108-114 Wooster Street
New York, April 14, 1919**

For

are
store
thing
upon
tered

It
travel
Victor
in the
have
ence,
—for
busin
ment
the fi
dange
long
how
the co
tion
traini
of kn
alone
of ge

The
partm
tion i
the r
bers
but p
based
the m
They
to th
tions
They
in an
hard
tistic
creat
draw
of cu

"I
perso
Beach
show
opera
our n
ufact
We
prope
So,
caref
surro
class

A Sales Force that Doesn't Solicit Orders

(Continued from page 6)

are curious to know whether a store is clean and cool, for these things naturally exert an influence upon the type of customers catered to."

It is, therefore, apparent that traveling representatives for the Victor organization are specialists in the retail business. They must have retail and wholesale experience, a knowledge of accounting—for a good deal of the Victrola business is conducted on the installment plan. They must understand the financing of the business, the dangers of the extension of too long credits, etc. They must know how to choose stocks suited to the condition of a town, the selection of a store location and the training of sales people. Instead of knowing the Victrola business alone, they must be kept informed of general trade conditions.

The success of the traveling department of the Victor organization is due largely to the fact that the recommendations of its members are not stereotyped systems, but personalized recommendations based upon an intimate study of the merchant's particular business. They do not attempt to dictate to the retailer but analyze conditions and suggest improvements. They persuade the dealer to put in artistic demonstration booths, hardwood floors, rugs, plants, artistic furniture, etc., in order to create the proper atmosphere and draw to his store a better grade of customers.

"I can quickly recall from my personal experience," related Mr. Beach, "several instances which show just how our traveling staff operate. A few years ago one of our men visited a flourishing manufacturing town in Pennsylvania. We knew we were not getting proper distribution at that point. So, the representative made a careful survey of the conditions surrounding this dealership—the class of employees, the type of

1500 Addresses Per Hour



**Belknap No. 4 Addressing
Machine**

**Price
\$67.50**

Each name and address an exact reproduction of typewriting.

Belknap stencils can be cut in your own office on your own typewriter.

Send for catalog and full information.

Other models from \$215.00 to \$2150.00.

Rapid Addressing Machine Company

32-46 West 23d Street
New York City, N. Y.

The editorial page of a farm paper is a sign-board, plainly indicating the character of readers,—and the influence which the publication exerts.

All business men interested in trade with rural people, find the reading of the editorial page in farm papers, to be time well and profitably invested.

These are direct and simple statements, easily determined by submitting the evidence to yourself as Appellate Court.

"The Farm Paper With A Mission"

American Farming

DUANE W. GAYLORD, *Publisher*
GEO. H. MEYERS, *Adv. Mgr.*

Chicago

Paul W. Minnick, *Eastern Rep.*
303 Fifth Ave., New York

merchandise carried, charge systems, etc. Then after these observations, he called upon the merchant, introduced himself and then diplomatically suggested a few obvious improvements that could be made. This merchant, however, did not take kindly to the criticism of the manner in which he was running his business. He maintained that as he was paying the bills, he could do what he darn well pleased.

"Our representative impressed upon him the fact, however, that to employ an efficiency man would cost him around \$1,000. Even then it would be impossible to secure the services of an individual who had made a study of the talking machine business. By showing this successful merchant that our interest was not entirely selfish, our traveling representative gradually broke down his reserve, with the result that at midnight they were still in the store making plans for complete reorganization of the business. And it was not until two o'clock that they finally separated.

"The final outcome of this particular case was that while the man was head over heels in debt, three years later he came to headquarters, showed us his bank account and stated that he intended to open branch stores in the surrounding neighborhoods.

"As originally found, this dealer depended solely on his wife for clerical help—a most delightful woman for a home, but poorly suited for work of such character. A change was suggested and carried out with the employing of competent salespeople, new fixtures were built, etc. The wife was installed in new duties as a home maker, and it was not long before that merchant was coupling real home pleasures with work under conditions which were decidedly more favorable. One of the things our traveler impressed upon this merchant was the importance of concentrating on merchandise he best understood and merchandise which permitted a quick turn-over.

"So, here is an example where our traveling staff is not only per-

USE cover paper whenever you can, for a rich, velvety cover soothes the reader's hand, rests his eye, entices his mind into your message.

International Covers

NOT ONLY CATALOG and booklet covers, but broadsides, folders, leaflets, brochures and cards come out splendidly on the very inexpensive INTERNATIONAL COVERS.

One size, one weight, one finish—23x33—95 Velvet Antique. Eight colors: White, Green, Cobalt, Café, Horizon Blue, Maduro, Stucco Gray, Indo Gray. Made by the men who make Interwoven Covers.

- ☐ I would like "Specimen Leaves"
- ☐ Your Color Sample Book
- ☐ Also Interested in Interwoven Covers
- ☐ I am a Salesman of Printing
- ☐ I am a Commercial Artist

My name _____
 My position _____
 Firm name _____
 Address _____

COLOR is the new arrival in the advertising family. The paper-and-ink color combinations on International Covers are almost infinite. Our "Specimen Leaves," a brochure made up of only three paper colors, treated simply in two and three colors of ink, have been pronounced the finest cover advertising ever gotten out. We do not believe this pronouncement ourselves, but it reflects an impression which men get from a simple intelligent combination of paper and ink. (You might want to frame these Specimen Leaves for your sanctum.) May we send you a copy? Near you is a paper merchant who likes to recommend International Covers, because he has seen what they can do. Any good printing salesman can show you what they can do. Or talk to any commercial artist or layout man.



CHEMICAL PAPER
MANUFACTURING
COMPANY

64 JACKSON ST., HOLYOKE, MASS.

Art Service—Plus

This organization has been developed with one object—namely—to secure the best talent in the art field for our service to advertisers.

That we have succeeded was strikingly demonstrated recently when we took over the complete Art Editorship of a well known national magazine.

Although our organization is built primarily for producing the highest grade of illustrations for advertisements, it was found that our facilities were more than adequate for this character of work, which includes the re-designing of the entire physical appearance of the magazine, the execution of drawings for covers, illustrations, decorations, etc. There may be a suggestion here for others who find the problem of art work an increasingly difficult one to solve.

The CHARLES EVERETT
JOHNSON COMPANY

Advertising Art Service
CHICAGO

formin
organiz
the sta
out th
"In
states,
rather
a deal
have t
the bu
requir
will s
right
"In
no se
prepar
dled p
tives.
of bec
tor c
ing t
regar
poser
ambit
quent
on sa
taine

THI

Mr
Victo
sold
ation
ing g
than
ty p
reser
subj
conv
merc
has
man
vide
we
coun
tion
to e
ciple
fer
wha
the
nec
peti
V
pea
not
tak
mo
wel
wit
and

forming a service to our own organization, but helping to raise the standards of retailing throughout the country."

"In some cases," Mr. Beach states, "it is necessary to adopt rather unusual methods to bring a dealer out of his lethargy. Some have to be told the rudiments of the business, while others merely require a simple suggestion which will start them thinking in the right direction."

"In developing the retail clerks, no set manual of instruction is prepared. This phase is also handled personally by the representatives. They explain the importance of becoming familiar with the Victor catalogue and also memorizing the interesting facts printed regarding the artists and composers. They try to arouse the ambition of the clerks and frequently give them a list of books on salesmanship that can be obtained from the library."

THE VICTOR STANDARD OF CO-OPERATION

Mr. Beach explained that the Victor organization is thoroughly sold on the idea of true co-operation. "To our minds this is selling goods to the consumer, rather than selling to the retailer. Ninety per cent of the help our representatives give is unsolicited. A subject is opened up during the conversation and frequently a merchant does not realize that he has been placed in possession of many valuable facts. But provided he puts them into operation, we are contented. We don't, of course, set down rules or regulations for running a store, but try to explain to our dealers the principles of merchandising. We prefer to tell them how to determine what to do, for this teaches them the resourcefulness which is so necessary in keeping up with competition."

When Victor traveling men appear on the scene, the dealers do not feel "Here comes someone to take away my hard-earned money." Rather, they are glad to welcome the visitor who talks, not with an order book in one hand and a poised pencil in the other.

Horse Sense

The biggest horse does not always do the most work; a smaller horse may do more. Depends on the kind of work.

The big publication of general circulation may not fit your job to any economical degree; the smaller magazine with all MEN circulation may prove the exact fit you require.

Good Horse Sense is a pretty safe guide and often saves Experience lots of tough work — and keeps money circulating where it belongs.

75,000 All-Rights for straight Man-to-Man talk. No waste. Sample copy and rate card upon request.

NATIONAL SPORTSMAN

HAS THE LARGEST CIRCULATION
IN THE OUTDOOR MAGAZINE FIELD

221 Columbus Avenue

Boston, Mass.

Member A. B. C.

Speed

An essential element in most advertising typography is speed. Sixty specialists, operating by shifts, days and nights and Sundays, guarantee maximum speed without sacrifice of quality to clients of the

Typographic Service Company

Every man of this force is an expert in some form of advertising composition. Most of them have spent years in the service of this company. They work under competent direction in a bright, airy composing room with the best modern equipment. Unlimited quantities of every desired type face are always at their disposal.

The best way to judge the value of our service to you is to see us on the job. You will be welcome any time at

**141 Madison Ave.
New York**

Telephone, Madison Square 3620

The advance notices to the trade typify the attitude of the organization toward its agents. "Nothing is more inspiring than an occasional conference with someone interested in the same problems as ourselves," reads one of the notices. "Our Mr. Wolcott will visit you on April 19th and we hope that your talk will prove mutually profitable." Another announcement states that "The observations and experiences of one seeing our problems from a distance are often helpful."

The traveling department of the Victor company has served as valuable training for many men now occupying positions as managers with jobbers or large Victrola departments. Many graduates have gone out from the parent organization. Some of these are occupying responsible positions—and it must be remembered that many of the operations are of considerable magnitude.

"We try to impress upon our men," Mr. Beach concluded, "that the company has no desire to permit what might be construed as coercive handling of the trade. The duties of our traveling staff are promotional, pure and simple. We want our men to spend sufficient time with each account in order that they may analyze the existing situation and put into effect a remedy which will tend toward correcting any of the weaknesses they find. They must not leave any point until they are fully satisfied that they have done all possible to bring that merchant to a profitable state of development."

Moreover, not only must our men bend their energies toward improving the merchandising methods of our distributors, but spread abroad the Victor spirit and put into action the policies and ambitions of our company. They also act as the eyes of the organization, scouting out along the firing line for new developments in trade. So, though we often boast that our men are trained not to sell merchandise, we feel that their work is indispensable to the development of the organization."

The Only 7-Day
Associated Press Paper
in Minneapolis is

The Minneapolis Tribune

(Member of A. B. C.)

Largest Daily and Sunday
Circulation in Minneapolis

FIRST in Minneapolis

FIRST in Minnesota

FIRST in Its Federal Reserve District

Wylie B. Jones Advertising Agency, Inc.

Binghamton, N. Y.

Associated Office, Niagara Life Building, Buffalo

desires to announce that the business
of the company will continue as here-
tofore.

Several important changes have been
made to better the service of the organ-
ization and new accounts are invited.

The Newly Elected Officers of the Company are:

JOHN C. CLARK, President

ALLEN N. DRAKE, Vice-President

HERBERT E. WOODWARD, Vice-President

E. B. GODING, Secretary



Every account in this Agency has come to us on the proper basis. That, we are confident, is one reason why our list of clients is *permanent*.

The Power, Alexander & Jenkins Co.
General Advertising
Detroit



It's Young Blood That Counts!



DID you ever consider the advertising good a million boys and girls, with their 100% consumer value, could do for YOUR product in a million of the better homes in every community where they exert a tremendous influence on all the family buying? It affords an absolutely effective tie-up with the family pocketbook; result—proved.

'Cook's Weekly Trio': A Million Boys and Girls
THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY
David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMLOE, Advertising Manager

Roy Barshill, Inc.,
23 East 20th St., New York

Chas. H. Shattuck,
People's Gas Bldg., Chicago

Sam Dennis,
Globe-Dem. Bldg., St. Louis

Tea

A DD
tic
tain in
reading
turned
disc sh
the las
to rett
be rep
But, r
ticles
in the
time i
nite n
relatic

Mon
article
public
years
a real
bill o
handl
for s
much
ber i
tiona
manu
retail
all co

Pe
custo
undu
spoil
mon
have
poss

A
matt
wise

"
you
mer
olle
to
for
ing
ly s
out
wer
in
not

Team Work That Curbs Returned Goods Abuses

Some Methods That Have Worked

By John Marion Schlachter

With R. A. Bartley, Wholesale Grocer, Toledo, Ohio.

ADDED to the cost of every article of merchandise is a certain impish little row of figures reading: errors, omissions and returned goods. War-time merchandise shortages reduced the total of the last item, for dealers hesitated to return shipments which could be replaced only at higher prices. But, now that manufactured articles are again beginning to flow in their accustomed channels, the time is ripe for establishing definite national business practices in relation to this ancient evil.

Moreover, the many educational articles appearing in the trade publications during the past two years have brought the dealer to a realization that his refusal of a bill of goods adds to the cost of handling and makes the burden for some other dealer just that much heavier. Then, too, the jobber is forced to absorb this additional cost or saddle it upon the manufacturer. In either case the retailer rightfully deserves to pay all costs.

Perhaps the most troublesome customer is the dealer who takes undue advantage of breakage or spoil claims or tries to return months-old perishable goods that have clearly spoiled while in his possession.

A Pennsylvania jobber laid the matter before a customer in this wise:

"We have your letter stating you returned twenty cases staple merchandise, but we have no recollection of selling these goods to you and you give no reason for returning them, simply asking for credit. Our invoices plainly state 'Send no goods back without our permission.' Now if they were sold by us, they were sold in good faith and were positively not shipped to you unless you or-

dered them. Doesn't it seem a bit unfair for you to simply return this merchandise? You know it required men to put up your order, elevator service, cartage, clerks to render you a bill, bookkeepers to make the proper entries to your account. All of these operations are very costly. And when you returned these goods we had to cart them back, check them up, distribute them again to the various departments in our building. Then the clerical force must send you a credit memo and the bookkeepers enter the credit to your account. It hardly seems that you can realize the expense of handling and rehandling these goods.

"If in shipping an order we make an error, we are always willing to pay the expenses, regardless of the loss, but when merchandise is bought in a straightforward way, delivered and billed and you simply return them—possibly on account of being overstocked—it is hard to understand your attitude in the matter. We desire to do everything that is just and right with our trade and are continually studying economy so that we may be better able to serve our customers and would appreciate a word from you if we fail to make good.

"Please let us know why you returned these goods, so that we may have a clearer knowledge of the case and know better how to dispose of it."

DEALER GLAD TO BE TOLD

The letter had the desired effect. The merchant had not realized the true significance of his act in returning goods without even a word of explanation. He came back with a letter of apology and an order saying he had not



The De Vinne Press

has a proposition to make to Advertising and Sales Executives which involves initially about a half hour's interview by appointment. . . . The co-operation to be given such executives contemplates not only the superlative quality of printing and service for which The De Vinne Press is famed, but economies not possible where equipment is less complete and modern than ours, or where facilities for service do not include experts in every phase of the preparation and production of the printed appeal. . . . Appointments anywhere, any time. . . . Correspondence invited. *Complete facilities for printing for all purposes.*

THE DE VINNE PRESS

JAMES W. BOTHWELL
Pres. & Gen. Mgr.

393-399 Lafayette Street, New York

"Right Away, Sir"

"Rapid Service" means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotpe Company

W. H. KAUFMANN, President and General Manager
Largest Makers and Distributors of Advertising Plates in the World
New York CINCINNATI Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

viewed
ber's sta
would fi
fore ret

In the
garment
imposed
tent. B
tion an
often th
most th
of han
come in
of trad
not bu
always
less fai
ufactu
against
While
casual
the on
ness th
fancies
these
reason
of the
out ba
adjust
issue
with f
and s
thoug
chased
and g
necess
also d
of an
the r
perha
"sore
balm
label

You
annoy
ages
our
whic
be a
comp

Re
Au

A
man
prov
how
abo
desi
Sui
Ass

viewed the matter from the jobber's standpoint, but in the future would first consult the jobber before returning goods.

In the past the ready-to-wear garment manufacturer has been imposed upon to a very large extent. But to-day, through association and team work, he is less often the "goat" than before. A most thorough concerted system of handling the bad actor has come into general use in that line of trade. While the method is not built upon "the customer is always right plan," it is none the less fair and equitable. The manufacturers assume a firm stand against taking back any goods. While this may seem harsh to the casual observer, it is nevertheless the only fair method for a business that caters to the whims and fancies of style. Of course, these manufacturers are not unreasonable. If, through a fault of their own, a shipment turned out badly, they are quick to make adjustment. But in that case they issue the dealer an order together with factory sticker bearing route and shipping information just as though the goods had been purchased. This method saves time and gives the receiving clerk the necessary information at once. It also does away with the possibility of any unauthorized party taking the matter into his hands and perhaps making the customer "sore" when in reality he needs balm for a sore. The gummed label reads as follows:

NOTICE

You will assist us and save yourself annoyance by using this label on packages containing goods which you have our permission to return. Packages which do not bear this label will not be accepted from the transportation company.

Returned by.....
 AuthorityJMS
 Returned from shipment.....

As is well known, most garment manufacturers send goods on approval for selection. They have, however, some very strict notions about returning the garments not desired. The National Cloak, Suit and Skirt Manufacturers Association has adopted this label,



"When Seconds Count"

**Catalogs Broadsides
 Folders Circulars**

When you want them—right—right away—at the right price. Then write, wire or phone

Kenfield-Leach Company
 "Good Printing Quick!"
 610 Federal Street, Chicago

Rely on K-L Service—as many of the largest national advertisers are doing



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by
Chicago Carton Company
 4433 Ogden Ave. Chicago, Illinois

Is Your Industry Organized

into an association of competing manufacturers to consider the many important problems growing out of the War?

Co-operative Competition

is engaging the earnest thought of American business men to-day. Three hundred and eighty-five War Service Committees, representing as many industries, co-operated with the government during the war and demonstrated the value of organization and co-operation in eliminating waste and increasing production.

Manufacturers seeking a safe and practical method of co-operation with competitors for the purpose of improving the condition of their industry generally can obtain the services of a complete organization, now acting for several important industries, with an eminent authority on association work as legal counsel.

If you belong to an association that needs reorganizing and reviving, we are prepared to undertake the work. Consultations can be arranged for New York, Boston, Buffalo, Pittsburgh, Cleveland, Detroit and Chicago. Correspondence confidential.

Address "Allied Institute,"
Box 104, Printers' Ink.

which is placed on every approval shipment and which is adhered to by almost every member:

These goods are sent on approval for purposes of selection only and are not to be placed on sale unless you intend to keep them. Any garments in the shipment that you do not wish to keep must be returned within 24 hours after receipt.

If kept beyond that time return can only be made after obtaining consent from us. If any goods are sent back after being kept 24 hours without our consent, we will refuse to accept them for credit.

An Eastern manufacturer who has long sold his product through the jobber, puts the matter in this fashion:

"After years of study and experience on the firing-line, I have come to the conclusion that the reasons for a merchant not receiving or keeping my goods are four—

"First. The dealer gave the salesman an order to get rid of him.

"Second. The dealer was not really sold to the point of being anxious for the goods, and changed his mind.

"Third. The jobber delayed delivery so long that a competitor's salesman got in with a later deal.

"Fourth. The salesman, in order to make a record, has padded, or even deliberately forged the order.

"The padded orders, of course, are the most serious, as I get a bad name all around, because the retailer believes that I have tried to put something over on him, and the wholesaler has legitimate cause for complaint because, apparently, he has been sold under false pretenses.

"We are taking advantage of present market conditions to correct certain abuses that have crept in with regard to returns, for it is comparatively easy now, with almost every concern oversold, to get the customer to see your side of the situation."

A new weapon of defense for both the manufacturer and the jobber is the Trade Acceptance. Although in its infancy, with us, as a business document it has nevertheless already proved its worth as an automatic valve in

"Getting Away With It"

is distinctly *not* a Trichromatic principle. We stand four-square behind every job we do, and we take our responsibilities rather seriously, too! We've been at color-engraving for 16 years now, and our reputation is too valuable to trifle with.

Try us on your next hard job!

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.

J. H. TRYON

C. A. GROTZ

Buying Power +

Coupled with the principle of Service has gained recognition and an enviable reputation for THE ROTARIAN, the "Little Giant" in the advertising field of today.

9500 lines of paid advertising appeared in the April issue of

THE ROTARIAN The Magazine of Service

OFFICIAL PUBLICATION OF THE INTERNATIONAL
ASSOCIATION OF ROTARY CLUBS

Eastern Representative

WELLS W. CONSTANTINE
31 East 17th St., New York

Advertising Manager

FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Member Audit Bureau of Circulations

ARTISTS



A WELL known advertising agency whose standard of excellence in art work is recognized throughout the country has openings for THREE ARTISTS—*Decorative, Figure, and General*—who are desirous of working under ideal conditions with an opportunity to develop their own ideas. Generous salaries will be paid to the men who can meet our requirements.

BOX EA101 care of PRINTERS' INK



Using the "Leader" to Sell the Line

Every manufacturer of packaged goods knows that an inviting package makes sales. And an attractive *insert*, reaching a new customer at the psychological time—when she opens the package—is an added selling force. It helps to satisfy her with the product she has already bought. And more important, it can be used to sell the rest of the line—and at minimum cost.

But, make sure your package inserts are attractive enough to do justice to your product. Gugler inserts are that kind—distinctive in character, possessing originality of ideas. Perfect handling of color, perfect press-work, every facility for first-class work—that's Gugler service.

Write for recent samples, sketch and estimate.

THE GUGLER LITHOGRAPHIC CO.
Milwaukee and Chicago

MILWAUKEE AND CHICAGO.

stoppin
chandis
that a
compla
for v
tracted

A la
of cof
Oklahe
accept
trade
signed
the t
coffe
tion f
time,
by th
fused
shipp
charg
on ac
coffe
by th
requ
the s
very
him t
ering
hono
regre
the d
best
save
ther
and
had
ance
was
pare
mor
be
curt
M
urg
corr
igan
tion
bers
are
der
iten
pre
tan
you
ally
abo
mo
an
na
me

stopping the unfair return of merchandise. It is a well-known fact that a merchant is less apt to complain about or return goods for which he has paid or contracted to pay.

A large Central States roaster of coffee made a shipment to an Oklahoma dealer, bill with trade acceptance went forward and trade acceptance was promptly signed and returned. Owing to the transportation situation, the coffee did not reach its destination for a month. In the meantime, the acceptance had been paid by the bank. The merchant refused the coffee, on which the shipper had prepaid freight charges to the amount of \$7.24, on account of slow delivery. The coffee roaster, upon being notified by the railroad of the refusal and requested to give disposition of the shipment, wrote the dealer a very friendly letter, reminding him that his trade acceptance covering this lot of goods had been honored and, while the delay was regretted, the coffee belonged to the dealer. It would, therefore, be best for him to get the coffee and save himself charges. Thus further correspondence was avoided and the situation settled, for he had forgotten the trade acceptance and later admitted the joke was on him. From this it is apparent that, as its use becomes more general, this instrument will be a potent factor for good in curtailing returns.

Many trade associations are urging their members to assist in correcting this waste. The Michigan Wholesale Grocers Association, through a letter to its membership, emphasized this: "There are a few who refuse specialty orders or change their mind on some items in regular orders or on some pretext or other have no hesitation in shipping back goods that you could handle more economically if you had something to say about the return.

"Your customers are now in a more open state of mind toward any of these reforms that eliminate abuses and establish better methods. Also, let's get away from



For the Man Who Is More Than An Advertising Manager

—the man who has knowledge of advertising and advertising values — the man who has an appreciation of the quality side of merchandise—the man who combines a textile experience with a fashion sense—the man who can be sold and can in turn sell an idea—

We Have a Rare Opportunity

In short—a man who knows quality advertising from every angle—

To such a one we offer a remuneration commensurate with his ability—plus such a future as can be held out to very few in the advertising field—

Answers in writing will be treated with the utmost confidence—

J. A. Migel

422 Fourth Avenue
New York

That Underwear or Hosiery Advertising Campaign you are about to start will not be complete unless it includes

THE Underwear Hosiery Review

100% Underwear and Hosiery Readers

**Retail Buyers
Jobbing Buyers
Export Buyers**

The buyers your clients want to reach read

The Underwear & Hosiery Review

320 Broadway, New York

If—

every possible user of your product knew your story—could be made to read it—as well as you (the boss) know it, you would be satisfied with your bank balance.

I know a man who can write the most interesting plain facts advertising copy that I have ever read. You involve no obligation in having me put you in touch with him.

**GILBERT P. FARRAR
220 W. 42d St., New York**

the broken-package proposition abuse. Now is an excellent time to iron out these things."

There is a decided change to a firm stand in almost every line of trade, the weak sister is fast disappearing, and business concerns are grasping this opportunity to inaugurate that long-deferred firm policy with regard to returns.

Cash and Carry in the Ice Business

In Detroit the General Ice Delivery Company has "Cash and Carry Stations"—and is adding more. In the course of a page advertisement the ice company has this to say:

"Our plans for this year contemplate the establishment of twelve more of our Cash and Carry stations. This will give us thirty-five stations in Detroit where for five or six cents anyone can secure a piece of ice.

"These stations are for the use of anyone who may need ice, rich and poor alike.

"There is no charity or philanthropy about our Cash and Carry stations; they are a permanent part of our delivery organization and we will be glad to serve you whether you come for your ice with a wheelbarrow or a seven-thousand-dollar limousine."

The primary purpose of the advertisement is to assure Detroit householders that there will be no ice shortage in that city during the coming summer. After telling of the large ice plants it has erected in recent years, the advertiser tells of still another one now in process of erection:

"Just as an extra measure of precaution, we are building a new plant to make 200 tons of ice per day—not that we need it, but we've sort of gotten into the habit of having a plant or two in reserve.

"We may be able to help some of our neighboring cities during the very hot weather, and it will surely come in handy by 1920, when Detroit will have 1,100,000 people."

Export Manager of "Shoe and Leather Reporter"

Edward L. Reilly has been engaged by the *Shoe and Leather Reporter*, Boston, as export manager. He was previously connected with the New York Bureau of Foreign and Domestic Commerce of the Department of Commerce for a number of years.

Developing Export Business

The Hobart Brothers Company, Troy, Ohio, has started a selling campaign to develop export business on its products. This firm manufactures electric battery charging equipment for garages, electric motors and other electrical specialties.

THIS will announce to friends and acquaintances that, by mutual consent, a change has been made in my relationship to the ALPHA PORTLAND CEMENT COMPANY. I am establishing an office of my own for the purpose of furnishing a specialized type of advertising service, writing, selling, and business aids along the lines of my experience. My headquarters will be First National Bank Building, Easton, Pa., and for the present at least, I will confine myself to the work of the ALPHA PORTLAND CEMENT COMPANY, of Easton, C. E. JOHANSSON INC., of New York, and to the promotion of my BETTER LETTERS and BETTER SELLING BULLETINS, now in use by a representative list of progressive manufacturers and merchants.

Sholand Hall

Our New Address

Mercantile Building
44-60 East 23rd St.

CROOT & DENHARD
INCORPORATED
• ADVERTISING •



To Advertising Managers To Advertising Agencies

We specialize as press representatives for corporations and associations. During the fourteen years of our experience as intermediary between client and the public press, we have proved to many organizations that the press representative is *essential*. His field is constantly increasing and the value of his services becoming better understood and appreciated.

Press work in newspapers, periodicals and motion picture news films is *not* a substitute for display advertising, but it is oftentimes a big asset in conjunction with an advertising campaign. Some of the foremost advertising agencies call upon us to assist in sending campaigns "over the top," and keeping their clients in the public eye.

The modern press representative who is established and operates on an extensive national scale is in a position to be of inestimable service to his client. Not only is he able to disseminate news and educational feature matter of considerable value to the interests he represents, but he is oftentimes the means of preventing his client being misrepresented in print. His co-operation is highly valued by the progressive advertising manager.

For the past fourteen years we have specialized in this field.

An interview without obligation to you will reveal whether or not we can be of service to you with your particular problems.

**EDWARD F. KORBEL
WORTH COLWELL**

CORPORATION PRESS REPRESENTATIVES

1790 Broadway

New York City

The

Print

A case in used It may in a worke pose the sa establi it may ness may And tendes

But purpo the c work to bri There Amer many unwill eign Misle lation corre good quene a bo at f turen altho casio good cine thing

Th that is, t hqu app its a hou issu cata

P fore Apr Yot

The Catalogue That Closes Export Sales

Print Exact Prices in American Gold, Exact Shipping Weight and Code Name

By C. C. Martin

Manager Advertising National Paper & Type Company

A CATALOGUE in foreign work, as is frequently the case in the domestic field, may be used for a variety of purposes. It may be used to create prospects in a field that has not been worked; it may be for the purpose of preparing the ground for the salesman; it may be issued to establish direct trade relations; it may be used simply to get business through export houses; it may be for the use of dealers. And so this list might be extended.

But whatever the purpose, this purpose will not be fulfilled unless the catalogue is a good piece of work and contains the essentials to bring about the result desired. There can be no doubt that the American export catalogue in too many cases has created a positive unwillingness on the part of foreign dealers to trade with a house. Misleading statements, poor translations, goods received that do not correspond to the cuts of the goods and so on, have too frequently made the export catalogue a boomerang. But the only one at fault has been the manufacturer or merchant himself. And although he may get sore on occasions such as these, if he is a good sport he will take his medicine and swear to do the right thing next time.

There is one point, however, that must not be overlooked. That is, that in a great many cases the house is judged entirely by the appearance of the catalogue and its character. We know of strong houses in the United States that issue poor apologies they call catalogues, but these houses are

of national reputation and they have a good will that helps offset the shortcomings of certain departments of their business. But in foreign countries this is rarely so. The house is not well known, frequently it is not known at all. A handsome catalogue produced as it should be and meeting the exacting conditions it should meet, will at once establish the house in the eyes of the foreign buyer. A poor catalogue, on the contrary, will do harm that it will take considerable time and effort to straighten out.

EXPORT CATALOGUE FUNDAMENTALS

A foreign catalogue should contain among other things the exact prices in American gold, if the prices are included. I do not believe, however, in printing prices in export catalogues. First, the export line rarely changes as rapidly as the domestic line. A catalogue without prices, therefore, will last much longer than a catalogue with prices, which prices are subject to more or less frequent changes. The prices for an export catalogue should be printed in a separate booklet or folder and sent out as occasion demands.

There are many occasions when it is not advisable to quote prices. Indeed, the exporter is wise who does not quote prices until he is sure with whom he is dealing. Thus, if the catalogue does not carry prices it is quite possible to make generous and liberal distribution without risk of any kind. If the prices are quoted, however, they should be in American gold and if possible with the equivalents in foreign money. Of course, it is not always possible, due to exchange fluctuations, to give these equivalents absolutely,

Portion of an address delivered before the League of Advertising Women, April 13, at the Advertising Club, New York City.

but they can be made approximate in normal times.

The discounts should be stated where prices are given, and the character of quotation should be specified, that is, f. o. b. factory or steamer and so on, and all specifications of measurements, dimensions and so on, should be reduced to the metric system. The terms of sale should be given and it should be clearly stated whether there is an extra charge for export packing. The exact shipping weights should be given, both the weight of the goods net and the weight of the case.

There should be a code name for each article and a carefully prepared index should be provided. With reference to the size of a catalogue and its form, this is a question as varied as are catalogues themselves. A catalogue may be restricted to a comparatively few selected items of a manufacturer's line; on the other hand, it may contain a thousand pages. It may be gotten out in the form of a bound book or it may be a loose-leaf proposition to be built up in the future and added to as occasion demands. However, I do not favor this latter form. A catalogue should be durable and not easily lost.

There is one other point about the catalogue that I must mention and that is its editing. Remember that in a sense far more absolute than in domestic trade, your catalogue is going to be a salesman. For this reason the domestic catalogue text is not always available for foreign work. In a large number of cases, indeed, the first introduction the foreigner has to the class of goods in question is contained in the catalogue he receives from you.

Therefore, you must begin your work with the thought in mind that you are going to tell the world beyond seas what these goods of yours are. You are going to explain to them just as simply and clearly as you can what, for example, the machine does, the economies it effects, the advantages that accrue from its use. You are going to tell this not in the language of the schools,

but in a language which will be in the nature of an interesting story.

Your catalogue should give in connection with each item the different classes of information I have mentioned before, but it must tell first of all the story of the particular merchandise in question. For example, if your product has advantages in reference to weight and ease of transportation, state this. If your machine can be used under more or less primitive social and industrial conditions, state this fact. If the price is high compared to that of European goods, give the facts that will offset this differential in price. And above all, be sure that the cuts used absolutely correspond with the goods. Your foreign customer is going to order the goods from the cuts in your catalogue. If he receives goods that differ, if the machine, when it reaches its destination, does not correspond to the illustration, you are going to have trouble and you are going to lose trade. I cannot too strongly insist upon the importance of these matters. They are important because they have been proved in actual practice to be matters that cannot be ignored.

POINTS ON LETTER WRITING TO FOREIGN CUSTOMERS

There is one item that is more or less the companion of catalogues, and that is "letters." This is a matter of the utmost importance. Follow-up and business correspondence is just as important in foreign work as it is in domestic work, and I must emphasize that if you are going into foreign work you must take it as seriously as you do your domestic trade. It is idle for me to call your attention to that rich literature we have in this country on letter writing, and the many considerations that enter into business correspondence, for as advertising and business people you are acquainted with this literature. But I do wish to state that the principles that have been so ably expressed in this literature are generally applicable to foreign

Say
of a

J

214



POINTS ON
MERCHANDISING
ADVERTISED PRODUCTS
THROUGH
DEPARTMENT STORES

Send for this book—
It is **FREE**

Says the Sales Manager of a Nationally Famous House—

"NOTHING has come to my notice in some time that, in such short space, has so succinctly expressed sound, foundational views on advertising in its relation to merchandising. I want to congratulate you on this publication."

"No manufacturer, no retailer, no advertising man can read this book without feeling that it is a distinct contribution to a subject which is, without question, one of the most fundamental; that is to say, the great problem of distribution."

*We can serve competently a few more
manufacturers with special interest
in selling through department stores*

J. H. CROSS CO.

General Advertising Agency

214 South 12th Street

Philadelphia, Pa.

WANTED

An Advertising Salesman Who *Understands* Advertising Plans

The man we want may now be selling "space" for a national or trade magazine; or he may be representing an advertising agency; or working out sales-plans for some manufacturer.

He has, however, the following qualifications:

1. A sound understanding of advertising as a practical, business-building force.
2. A thorough knowledge of the usefulness of the various mediums through which advertising force is applied—magazines, direct mail, window displays, catalogs, etc.
3. The personality and ability to meet principals and present advertising plans effectively, with a view to selling the items necessary to put the plans into effect.
4. A demonstrated ability to earn at least \$5,000 a year in selling the mediums mentioned.

If you have these qualifications we have an opportunity for you that will be as large as your ability to get results.

Write, giving details of experience, to "P. S.," Box 102, Printers' Ink.

trade and
the world

How
there are
request
catalogue
How ma
are who
foreign a
tically n
ness for
firms th
foreign
that off
fies the
are far
mitted.
America
the bill
the cost
the cor
ular cas
that thi
and onl
in quest

No c
abroad
two pie
they w
If you
ten it v
getting
your c
general
portion
building
domesti
without
to the
that yo
about t
field, t
ent th
but I
strated
of exa
Selling
gument
in Chi
ing ar
crete f
format
are ex
guages
their c
How
merely
to go
up a c
you d
I am
must

trade and should be followed in the work.

How many American firms there are who, upon receiving a request for a catalogue, send the catalogue and do nothing more! How many American firms there are who receive replies to their foreign advertising and make practically no effort to develop business for these replies! How many firms there are who handle their foreign correspondence in a way that offends or in no way satisfies the prospect! Indeed, there are far more serious offences committed. I know of one large American firm which included in the bill to its foreign customer the cost of the stamps used in the correspondence in the particular case, with the natural result that this firm received one order and only one from the customer in question.

No catalogue should be sent abroad without a letter and the two pieces should be mailed so they will arrive simultaneously. If your letter is properly written it will go a long way toward getting proper consideration for your catalogue. And it may be generally stated that a large proportion of those admirable trade-building letters that are used in domestic work can be adapted without a great deal of trouble to the foreign field. It is true that you will hear a good deal about the mystery of the foreign field, that it is a new and different thing from domestic work, but I believe it can be demonstrated that there is a good deal of exaggeration in all of this. Selling arguments are selling arguments whether they are used in China or Buenos Aires. Selling arguments are based on concrete factors of utility and performance and the fact that they are expressed in different languages does not alter in any way their essential content.

However, do not be content merely with a single letter that is to go with your catalogue. Get up a complete follow-up system as you do in this country. You see I am insisting that foreign trade must be made just as important

The Atlanta Journal

Atlanta, Ga.

8 Page Rotogravure
Picture Section printed
on extra heavy,
super-calendered
paper every Sunday.

75,000
Circulation

One insertion 30c. a line.
39 insertions 20c. a line.

**Advertising in The Journal
Sells the Goods.**

Photoplay Journal

(DON'T CONFUSE THE NAME)

Not the largest in
point of circulation—but *second*
to none in quality
of contents. Sells
at 20c per copy
—and worth it.

Published in Philadelphia
by CENTRAL PRESS PUBLISHING
COMPANY, 1315 Cherry St.

Represented in the East

by S. M. GOLDBERG, 203 Fifth Ave., N.Y.

Represented in the West

by JOHN A. TENNEY, Morton Bldg.,
Chicago.

Copy!

WANTED—A MAN WHO "DELIVERS THE GOODS"

He must be more than merely a "copy" man—he must be a man of broad experience who can write and direct the preparation of retail and general copy, make layouts, etc.—in other words a "past-master" in the business—original-versatile-prolific.

A rapidly growing Eastern Advertising Agency has an unusual opening for the unusual man who meets the above requirements and will pay him a salary commensurate with his ability. Communications confidential, of course. State age—qualifications and experience in detail—present salary, etc.

Address

"Unusual"—Box 100, Printers' Ink

For set up and
folding paper
boxes for your

Canadian Trade

consult us. We
design, make and
ship quickly and
economically.

R U D D

Paper Box Co. Limited
Toronto, Canada

as your domestic trade. Let this follow-up system include not only the well known follow-up series of letters but also other mail pieces. For example, such a plan may well include besides the catalogue and letter series, leaflets, folders, envelope enclosures, separate leaflets or pages from the general catalogue and so on. It has been proved in practice that this letter suggestion frequently leads to considerable saving. That is, when you have your catalogue printed have a certain overrun of sheets which you do not bind. Have these sheets trimmed and collated and you will frequently be able to use them in cases where it would not pay you to send out the entire catalogue, in cases, for example, where a man is interested in only one item of your line.

Champagne Firm Philosophizes on Being Shelved

If the "champagne interests" have fought bitterly against the day of prohibition, they are at least taking it with a show of good humor. In "Cook's Imp," the American Wine Company discourses somewhat playfully upon the subject of being shelved:

"You fellows have been shelving me for sixty years, and now our Uncle Sammy steps in and proceeds to do some shelving on his own account.

"Now, may I not (as W. W. says) offer you a timely tip? You don't want crowded shelves on July 1st when Uncle Sam's shelving begins, do you? You don't.

"You feel easier-like, these days, having goods around that move off your shelves 'most as quick as you get 'em on. Very well. That's where I come in (and go out, too). I've always been a quick mover, but from now on I'm going at a pace that will make my previous efforts look like a turtle racing with a streak of greased lightning.

"Cook's-lovers everywhere are busy with shelving nowadays. Long pine boards and brackets and hammers and nails and screws are being toted to sub-cellars. They're bound to have me shelved before Uncle Sam shelves me, if you understand.

"And if you're as wise as I think you are, they'll fill their shelves from your shelves, which will help make clear profits and clear shelves for you when Uncle Sam shelves me. Huh?"

P. J. Bailey With Sandstrand

Paul J. Bailey, formerly of Montgomery Ward & Company's advertising department, has been made advertising manager of the Sandstrand Adding Machine Company, Rockford, Ill.

I Will Bring To The Business That Can Use Me, An Extraordinary Advertising Experience

This is the first time in more than ten years that I have sought a position. On an adequate basic education, I have built a business and advertising experience of unusual range and completeness. Before entering the advertising field, my business training was acquired in wholesale and manufacturing lines in the East and Central West; have been buyer, department manager, salesman. Now for ten years in advertising business, building up, and at present heading, a successful agency in a western city. I have an uncommonly good knowledge of the country through business travels; am *thoroughly* familiar with advertising technique and mediums; also with merchandising methods, especially, though not exclusively, in food products.

I can give a manufacturing business an exceptional service as advertising manager, or in a very large concern, fill an executive position as assistant. Or perhaps a high-class agency can make use of my experience.

Am now earning \$5000 a year. I know that my ability, applied in a larger field, can be made more valuable to the right business and to myself. Just under 40; married; available about June. Will submit record and complete details in confidence and, later, if desired, can go anywhere for interview.

Address "C. M."
Box 103, care of Printers' Ink

"The volume of newspaper advertising will be increased as those who sell advertising and those who use it learn more about its value. The local advertisers—department stores and purely local producers and dealers—know its value and economy."—W. H. RANKIN.

New England

This is the best territory for an old advertiser or a new one.

Here in New England are the highest ratio of skilled mechanics and skilled factory operators at the highest wages.

Here is great per capita wealth dominating ability to purchase what pleases them.

Here is offered an opportunity for the closely knit distribution of all classes of goods.

Here is selling economy owing to the cities and towns being close together, making it easier and cheaper to reach the dealer and put the goods on his shelf.

Here conditions are right for the marketing of goods from everywhere, but you should use the

HOME DAILY NEWSPAPERS

Read by every family every day, and they are quick workers and rapid producers.

SALEM, MASS., NEWS

Daily Circulation 18,355 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 42,883
Population 100,000, with suburbs 250,000

TAUNTON, MASS.

DAILY GAZETTE
Daily Circulation 5,721 net paid A.B.C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS., GAZETTE

Daily Circulation 29,625 net paid A.B.C.
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,526 A.B.C. Audit
Serves territory of 130,000

BRIDGEPORT, CT., POST and STANDARD-TELEGRAM

Daily Circulation 48,000
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 26,959
Population 150,000, with suburbs 175,000

NEW LONDON, Ct., DAY (Evening)

Daily Circulation over 10,300—3c copy
Population 30,000, with suburbs 60,000

WATERBURY, CT., REPUBLICAN

Daily and Sunday—11,083 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 25,263
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

A.B.C. Daily Circulation 11,068 net
Population 22,000, with suburbs 40,000

MANCHESTER, N. H., UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 6,989
Population 39,656, with suburbs 150,000

LOWELL, MASS., COURIER-CITIZEN

Daily Circulation 18,145 net paid
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 15,121
Population 89,336, with suburbs 100,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Lum

The session to raise advertising. The progress stage, b sition a wider ple thr space. Natur off in l war and Inasmu the like prices, cream think only lo purchas materia Charl Mo., ch mittee dicted that h housan

The

The rett C made custom and t above creases while duction thing 1917. The among as \$3. Two to a the I the a Spec Tarvis manu ers, c say r ever to th Alpha

Offic

The social bandi sidera recen porat presic C. V Ford rector

Lumber Congress Votes to Advertise

The American Lumber Congress, in session at Chicago last week, decided to raise a fund of about \$100,000 to advertise wood as a building material. The plans for the advertising have not progressed beyond their preliminary stage, but the promoters of the proposition express themselves as favoring a widespread presentation to the people through magazine and newspaper space.

Naturally there has been a big falling off in building activities owing to the war and the prevalence of high prices. Inasmuch as the lumbermen can see little likelihood of an immediate drop in prices, which automatically would increase the demand for lumber, they think an advertising campaign is the only logical method of increasing the purchase of lumber and other building material.

Charles S. Keith, of Kansas City, Mo., chairman of the organization's committee on governmental relations, predicted in an address before the congress that lumber would sell for \$40 per thousand board feet by fall.

The Barrett Company's Prosperous Year

The 1918 financial report of the Barrett Company to its stockholders was made public this month. Net sales to customers were in excess of \$41,000,000, and the cost of the goods sold was above \$32,200,000. Gross income increased \$1,914,430.44 for the year, while the net final profit with all deductions made was \$3,947,783.54—something over \$219,481.83 more than in 1917.

The item of "contracts and good will" among the company's assets are given as \$3,416,013.81.

Two pages of the report are devoted to a list of the principal products of the Barrett Company, which include the advertised lines, such as Barrett Specification Roofs, Everlastic Roofing, Tarvia and Congoleum. Other items, manufactured for dyestuff manufacturers, comprise products that it is safe to say no amount of advertising would ever place among products well known to the multitude—such as Xylol and Alpha-Naphthylamin.

Officers of Chicago Newspaper Representatives

The Newspaper Representatives' Association, of Chicago, instead of disbanding, as has been reported, has considerably enlarged its activities since its recent incorporation. Under the corporation arrangement J. E. Lutz is president; E. S. Wells, vice-president; C. W. Wallis, secretary, and H. M. Ford, treasurer. The old board of directors will continue.

PORTLAND MAINE EVENING EXPRESS

gives advertisers an audience of 25,593 families—figuring a family for each net paid copy circulated.

Such An Audience

will give heed to your message, and results that are pleasing to the advertiser will follow. At least such has been the experience of very many national advertisers. The advertising columns of the Express give evidence of this. It will pay you to put the Express on your list. All local men admit the Express is

A GREAT MEDIUM!

The Julius Mathews Special Agency
Boston—New York—Chicago

The Bridgeport Post Standard - Telegram

—leaders in a field that leaves competition at the post

—leaders in the best result-producers of New England

—leaders among newspapers that economy and wisdom counsel you to use—and use first

—leaders with readers who earn a million a week and are keen to the merits of advertised goods

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

Office: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

John Allen Murphy Roy Dickinson
Frederick C. Kendall Burnham McLeary

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, APRIL 24, 1919

Advertising Price Insurance

Apparently the well-intentioned effort on the part of the Government to stabilize prices by urging the producer to anticipate a looked-for readjustment is not likely to succeed. Too many factors, of which the war is but one, have been at work to elevate prices. If they are to be "stabilized," the work must be done not by the Government but by Industry.

One plan has already been put forth by a private concern, and it appeals to PRINTERS' INK as eminently practical. In a letter sent broadcast over the country, The Lakewood Engineering Company, of Cleveland, Ohio, proposes

that all American business men fix their prices for a stipulated period, in order that purchasers may be able to go ahead with their work, secure in the feeling that subsequent price cutting will be impossible. The retail dry goods business and the automobile industry are cited as the best examples of this published, open-price plan, and these two industries, the letter goes on to say, are perhaps the only two large industries whose business since the armistice has been continuously active.

The company in question not only recommends this plan, but is building its entire selling campaign around it. One of its recent advertisements carries this significant announcement:

"Every Lakewood sale will now carry this price insurance: 'This equipment is sold with the understanding that we will refund to the purchaser the difference between the price paid and any lower price hereafter quoted by us on the same kind of equipment to anybody at any time prior to July 1, 1919.' Lakewood prices are open to everybody and the same to everybody. The price list is printed and may be had on request."

A similar guarantee is made by the Packard Motor Car Co. to purchasers of trucks or motor cars, any subsequent reductions in 1919 prices being made retroactive.

The need for courage and decision in speeding up business has never been more pressing. Whether prices come down or not, our great industrial machine will rust and fall to pieces unless the men who place orders are willing to work shoulder to shoulder with the men who take orders, and unless both buyer and seller are willing to play fair and "go ahead on the new price level." Surely a temporary sacrifice of profits as a result of readjustment is preferable to low production, unemployment, national discontent and radicalism. We have our destinies largely in our own hands. Let us recognize things as they are, stop looking backward—and "bid, build and buy now."

To Fe
Co-o

Adv

the co
men in
ing the
this d
belief
getting
masses
session
group
is putt

In a
farme
desire
bution
broad
produ
them
a solu
it is
tion,
Popul
think.

A
cently
cheat
comm
years
it, W
and
refer
leagu
utopi
cialis

It
if th
enou
look
to th
Excl
forc
adve
been
distr
frui
has
oran
ing,
the
1,60
carl
of
scar
man
scie
con
Cal
the

**To Farmers:
Co-operate
and
Advertise**

The world-wide desire for better conditions which has struck the moujik of Russia, the coal miner of Wales and all men in all climes, is also worrying the farmer. In many countries this desire takes the form of a belief that somehow, somebody is getting profits that belong to the masses. A conviction takes possession of the worker that some group of men or a certain class is putting something over on him.

In a certain other district the farmers have realized that this desire can be filled by better distribution and sales methods, and by broadening the market for their product. Practice has proved to them that better conditions mean a solution of sales problems, that it is a straight business proposition, not a legislative matter as the Populists and Grangers used to think.

A New Jersey farmer said recently: "We farmers have been cheated by the middlemen and commission merchants for thirty years and we are getting sick of it. We're looking toward the West and we're interested." He was referring to the Non-Partisan league of the Dakotas, with its utopian ideals and its State socialism.

It is a good idea to look west if the farmer looks West far enough. Let the Eastern farmer look to California and especially to the California Fruit Growers Exchange. By using the two great forces of co-operation and group advertising this organization has been able in twenty-five years to distribute \$268,000,000 among the fruit growers of California. It has increased the consumption of oranges and lemons by advertising, and in so doing has increased the shipments of its product from 1,608 carloads in 1893, to 33,000 carloads a year to-day. Instead of alternate periods of glut and scarcity, the sending of fruit to market has been reduced to a science. Instead of kicking about conditions the fruit growers of California get together to increase the market by systematic adver-

tising and sales methods, and to save money by buying co-operatively. By these methods they have gotten away from the condition of being at the buyers' mercy in disposing of their goods.

A co-operative advertising association is the best industrial democracy. Advertising acts as the cement which holds the organization together, and putting before the public a trade-marked brand gives each individual greater pride in his work, makes him a national figure with his name and reputation behind what he grows. This pride improves the product. Two years ago a severe cold snap damaged almost 25 per cent of the California orange crop. It caused a drying out of the fruit cells which could not be detected, but which spoiled the taste of the orange. If the growers had not been organized and advertising, it is probable that this damaged fruit would have found its way to market and damaged the trade-marked brand. Pride in the product made the growers hold back and destroy the damaged fruit, and not an orange was shipped unless it came from an orchard known to be free from the frost wave.

The raisin growers by co-operation in an advertising campaign increased the consumption 66 per cent in four years. Pineapples, loganberries, cranberries, Northwestern apples, have been advertised and marketed by co-operative associations and their campaigns described in detail by PRINTERS' INK. In every case these campaigns not only resulted in increasing the market, but also the morale of the individual members. Advertising becomes a very personal matter to the farmer, when the mortgage on the farm is reduced, when his women folks can have more comforts and his children better clothes he becomes a more contented and useful citizen and stops worrying about who is cheating him.

What the California farmers have accomplished can be done also by the peach growers of New Jersey, the potato growers of Rusk County, Wisconsin, the apple growers of Connecticut, the truck

farmers of Long Island, the cheese makers of Sheboygan.

Co-operation and advertising bring better results than dissatisfaction and denunciation, and the man who thinks he is being cheated often has his own lack of initiative to blame.

America's Follow-Up

In the month of February 16,854 emigrants took passage for Europe. A very large percentage of this number were Italian laborers going back home. Many papers are alarmed at the figures because of the fact that unskilled labor, the labor of pick and shovel and hod, is the kind America will need in its prosperity building boom, just around the corner ahead.

A well known Italian-American paper declares that this loss of laborers is due to the attitude of America toward the new citizen. When they start from the homeland their ears are filled with the story of the bountifulness and liberties of America, and they find instead, according to this paper, hard work, unusual manners, less liberty, and now as the last straw, the prohibition amendment.

In the State of Pennsylvania no foreigner under any circumstances is allowed to own a dog, to go fishing or hunting, or defend his home with a weapon. For these privileges he is forced to wait at least five years, though in advertising for his labor in the first place, America was held up to his yearning eyes as the place of equal opportunity and privilege, so says the Italian paper.

Is not the trouble due more to weakness in follow-up than over-advertising in the start? Properly directed and taken into the confidence of the country of his adoption, given instruction in the ideals and traditions, the Italian emigrant makes one of our most useful and permanent citizens. The wrong kind of welfare work by sympathetic St. Simons in poke bonnets who insist upon giving unwilling aliens porcelain bath tubs and uplifting them, often scares away good customers for Uncle Sam & Co. Intelligent un-

derstanding of racial aspirations rather than insistence upon immediate ability to speak English makes good citizens, and is recommended to the attention of all the Americanization societies now abroad in the land.

Farmers a Bulwark Against Radicalism

According to John H. Kirby, of Texas, president of the National Lumber Manufacturers' Association, the American farmer is the hope of the country. Mr. Kirby told the Illinois Manufacturers' Costa Association in Chicago last week that the farmer soon would organize to take a decided stand against what he termed the present socialistic tendency of things in the United States.

"The American farmer is getting tired of having labor and capital get together, compose their differences, and send the bill to him," Mr. Kirby declared. "I appeal to you as American citizens jealous of your liberty to take note of your surroundings.

"If this country is destroyed it will be from within. If this government ever goes down and you lose your freedom it will not be by an armed force from without.

"I recommend you to the American farmer to counsel and protect you from even the shadow of conditions which imperil Russia. Will you act with him? You can trust him. He is not always informed, but you can inform him. There is peace and patriotism in the country home. There's no riot against law and no rebellion against constituted authority; no assembling in dark halls to plot to destroy the country. I commend you to the co-operation of the American farmer in this hour of national peril."

Why Publishers Look Happy These Spring Days

The Federal Trade Commission has notified publishers that it is no longer necessary for them to make a monthly report to the Commission on book paper consumption. The report covered prices, tonnage and circulation. Publishers have been notified that they can omit reporting "until further notice," after they have filed the March figures.

Leaves Albert Pick & Co.

Carl W. Kiser has resigned as advertising manager of Albert Pick & Co., Chicago, to take a position in the service department of the United Typothetis of America. He will work in the Chicago office of that organization.

The advertising agency of C. Henry Mason, Rochester, N. Y., continues to handle the advertising of Selden Trucks, both in the United States and Canada.

NEW
50 Madis

WILLIAM
H. A. GR

W
handl
hire
tion
tising

—mer
wide
to exp
ation
and h

—mer
respo
to be
away
adver
cess-a
result

—me
who
tising
put i
probl
—me
the c
dread
ers—

In
izati
hard
vert
—ea
outs

NEW YORK
50 Madison Ave.

WASHINGTON, D. C.
610 Riggs Bldg.

CHICAGO
104 S. Michigan Ave.



Wm. H. Rankin Company

Charter Members American Association
of Advertising Agencies

WILLIAM H. RANKIN, *President*
H. A. GROTH, *Secretary and Treasurer*

WILBUR D. NESBIT, *1st Vice-President*
ROBERT E. RINEHART, *2nd Vice-President*

One Man or Many

By HERBERT EVERETT

WHEN you hire the Wm. H. Rankin Company to handle your advertising you hire a well-rounded organization of well-rounded advertising men:

—men of advertising experience wide and long enough not to need to experiment with your appropriation before knowing what to do and how to do it;

—men of advertising originality responsive and unfettered enough to be enabled not only to keep away from the cut-and-dried in advertising, but to devise new success-assuring ways of reaching the results you want;

—men of keen analytical ability, who can take apart your advertising and selling problem, and put it together again, minus the problem;

—men of business vision who have the concrete ability to make their dreams come true for our customers—for you.

♦ ♦ ♦

In short, the Rankin organization is a group of earnest hard-working, thorough advertising business men:

—each with special, highly-trained, outstanding abilities that put him

'way out in front, if not at the very leadership, of his specialty;—all together, acting as a team-working unit and making what is substantially one big brain that combines too much real advertising, selling, and merchandising ability for any one man to possess.

In the Rankin Organization, we recognize that the "Jack of all trades is master of none."

—that no one advertising man, genius though he may be, is capable of doing for a customer all that is embodied in the Rankin Idea of Service.

♦ ♦ ♦

It would be too lengthy to explain our method of service here.

May we not tell you face to face about it?—may we not ask you to get acquainted with us personally?—for we really have a complete, well-rounded, man-size service to offer.

Write, wire, or 'phone to the Wm. H. Rankin Company, 50 Madison Ave., New York ('phone Madison Square 1815) or 104 South Michigan Ave., Chicago ('phone Randolph 6600).

PACKAGE & TRADE MARK

They are the uniform, insignia and battle-flag of your merchandising army. Make sure you give your product a fair chance in its commercial struggles by having them right.



**ASSOCIATED ARTISTS
OF PHILADELPHIA**
1630 Sansom Street

*Graphic Interpreters
of Promotive Needs*

A LARGE concern with ample capital, doing electro-deposit work, desires to secure the services of a man who has had considerable experience in the preparation and sale of a line of merchandise such as metal-lized plaster floor and table lamps, vases, candlesticks, book-ends, etc., electric light fixtures, either of plaster metallized or solid metal, architectural work—such as grills, railings and kindred lines, for banks and commercial buildings. Only those having had experience in the preparation and development of work of this kind, and who have had actual experience as well in the sales end of that particular kind of business, need apply. No others will be considered. This is a real opportunity for the right man.

"D. J.", Box 106
Care of Printers' Ink

South America Will Buy Furniture

More than a million dollars' worth of furniture is imported annually by the west coast countries of South America—Chile, Peru, Ecuador, and Bolivia—and there is to be an increase as soon as normal conditions are restored. A report issued by the Bureau of Foreign and Domestic Commerce, Department of Commerce, says that a great many of the inhabitants have accumulated money during the war and that they will buy high-grade, very ornate furniture as soon as they can get it.

Unfortunately only medium-priced and cheap furniture has been imported from the United States in the past, all of the high-grade product coming from Europe. This has created the impression that American furniture is inferior, and it is urged that steps be taken to improve this impression as quickly as possible. The high-grade market is well worth trying for, as the wealthy people pay very high prices for what they want. It is not unusual for newly married couples to put off buying furniture until they get to Europe on their honeymoon, when they go in for the best to be had.

Chile is the best market for furniture on the west coast, and the styles demanded range from the simplest patterns to highly ornate Louis XVI designs, which are most admired. The best grades of Louis XVI furniture sell for \$1,500 to \$2,000 per suite. Marble tops are insisted upon for many pieces.

Goodrich Advertises Loan in 1,500 Newspapers

The B. F. Goodrich Rubber Company, Akron, Ohio, is using three full-column advertisements in over 1,500 newspapers to help put over the Victory Loan. The usual Goodrich border design is used, but the copy is entirely devoted to selling bonds.

The final advertisement in the series reads as follows:

"SPOILING THE SHIP FOR A PENNY'S WORTH OF TAR"

"You know the old saying—'Don't let this happen to our American Ship of State.'

"Our Country has never stood higher in the eyes of the world than it does today. A place second to none among the Nations has come to us—a place in the sun calling upon us Americans to be teachers and exponents instead of followers.

"We fought to make the World a decent place to live in, now we must pay to keep the World a decent place to live in—the eyes of all people are upon us. We must put this Victory Loan over in double-quick time.

"Remember, 4¼%—a quarter more this time, and with America's whole resources behind you. Do it now. Do your bit towards steering our American Ship of State towards the greatest smooth sailing prosperity the world has known—and finish this war in a businesslike way."

There are nearly one hundred excellent advertising agents in the United States who are members of the Audit Bureau of Circulations and who thus receive direct confidential information which the Bureau confines to its members.

These agents are equipped to render you the service to which you are entitled.

Is YOUR agent one of them ?

The Little Schoolmaster's Classroom

ONCE on a time the Schoolmaster went to a grocery store to buy canteloupe and the grocer advised against it, saying they were not good, and he clinched the next time sale not by "plussing" but minusing. He minused one sale to win confidence for the future.

One other time on a summer Sunday the farmer who sold some strictly fresh eggs had a sudden onrush of conscience and took them back before they had ever been opened by a horrified cook.

The man that admits he has sold punk goods in an advertisement, however, is a rarity and the Schoolmaster observes with interest the refreshing candor of a Canadian clothes shop.

"I am frank to confess that I, myself, have sold some Punk Suits in my shops during the past two years. However, I have bought and sold the best the market offered," says the advertisement, run in large space in eight Canadian cities. Then the advertisement goes on to minus some sales now for the sake of winning the future confidence of his customers:

"I want you, if dissatisfied, to bring your suit or overcoat to any one of my shops and tell us your troubles. Ask for any adjustment that you conscientiously think should be made and you have my personal assurance that your complaint will be adjusted to your entire satisfaction.

"I have built up the largest clothing business in Canada in the last six years and I cannot afford to have a single dissatisfied customer. I want every man in the Dominion to have confidence in my merchandise and my methods, and I will make any monetary sacrifice in order that this confidence is not shaken."

The Schoolmaster will be interested to know how many men come back and insist that they got

a punk suit and is willing to wager that no monetary loss will result from an advertisement that is so naive in its candor.

For the last ten days the Schoolmaster has been thanking his lucky stars that he happened to be thirsty a week ago Sunday evening, and that—being a very proper Schoolmaster—he chose the soda fountain in the Pennsylvania Hotel as the place to quench his thirst. For this is what he saw and overheard:

"You've got a beautiful place here, boy," spoke up one of two gentlemen in the group at the marble counter; "almost up to some of the new Riker-Hegeman stores."

"Almost up to 'em!" retorted the boy, scorn in his voice; "say, there isn't a Riker store in the country that can touch this place. We've got 'em all stopped!"

The customer nudged his companion. "Aren't you a little careless with your talk, young man?" said he. "My friend here happens to be Mr. Riker."

The boy colored and mumbled an apology—didn't have any idea it was Mr. Riker—awfully sorry he spoke as he did—didn't mean anything by it. . . .

The two gentlemen finished their sodas, chuckling at the joke they had put over on the soda clerk, and they were just turning to leave when the big, broad-shouldered gentleman who had been standing next to them at the counter leaned over to "Mr. Riker" and with a smile slipped him his business card. It read: "Louis K. Liggett, President, United Drug Company, Boston, Mass."

When a certain Senator refused to dine with President Wilson on his last visit home to discuss the League of Nations, a metropolitan newspaper designated him as a "fugitive from information." He

Help

This
Public
haphaz
bition i
to be f

Thu
which
ing a g
tional
ing de
ing to
they f

On
Editio

with
the L
Ever
do ne
potio
cause
busin
They
readi

Pr
men
requ

Jo

PUBLI
Wright

Help Merchants to Become Better Merchants

This is the Keynote of the representative Dealer Publications in every field. Merchandising of the haphazard sort is passing. The dealer without ambition in the direction of better merchandising is apt to be found without a rating also.

Thus the publisher of a legitimate periodical which specializes in a merchandising field is carrying a grave responsibility. He is engaged in educational work of national importance. He is furnishing dealers the help that dealers want, not endeavoring to cram down their throats something in which they feel indifferent interest.

On this foundation of policy is based the Dealers' Edition of

LUMBER

with an *exclusive* and *intensive* circulation among the *Department Stores of the Building Business*. Every issue is a *merchandising* issue. Its subscribers do not regard it as a good substitute for a sleeping potion. It keeps them awake and on their toes because it is showing them how to do *more* and *better* business, how to increase their legitimate profits. They do not have to be coaxed or wheedled into reading it.

Prove it to yourself by examination of a specimen copy which we shall be pleased to send on request.

JOURNAL OF COMMERCE COMPANY

PUBLICATION OFFICE;
Wright Building, St. Louis

EASTERN EXECUTIVE OFFICE;
243 West 39th Street, New York

FREDERICK P. MANN, of Devil's Fork, N. D., started in business with even less than the proverbial shoestring. Now he does a business of \$250,000 a year. How? See page 10, current issue of the Retail Public Ledger. \$1 a year—twenty-four issues. Room 219, Public Ledger Building, Philadelphia.

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY

**If You File Rate Cards
You Need
Barbour's Rate Sheets
Write Us Today**

538 South Clark Street, Chicago

ROY C. KANOUSE, out in Greensburg, Ind., has a style of advertising all his own. It's queer, but it has proved most successful. Page 3, current issue of the Retail Public Ledger, contains the story. One dollar sent to Room 219, Public Ledger Building, Philadelphia, will pay for a year's subscription—twenty-four issues.

PRINT IT
Photographically
in the
ROTOGRAVURE
PROCESS
NEWSPAPER &
MAGAZINE
INSERTS

NEO-GRAVURE PRINTING CO.
200 William Street New York

stayed away, according to this editorial not because of his digestion or a previous engagement, but because he didn't want to hear about the League.

There are real fugitives from information all about us. Many a woman will spend time and great effort rolling about on the floor to improve her figure, but let a suggestion be made for the improvement of her mind and a piece of it will be forthcoming and in unimproved form. Many men adopt the same attitude, spending many hours and much money on the *outside* of their head at the barber shop, but indifferent to what is going on about them in the realm of politics, life and general activities. A man named Charles Camm, in England attained notoriety because he knew nothing of the war twenty-one months after its start. Fugitives from information are a not inconsiderable element in our population, and they must be reckoned with in laying out an advertising campaign. The habit of saying, "people know all about my goods now, guess I'll stop advertising for a while," leaves such fugitives out of consideration.

* * *

The Schoolmaster believes that it ought to be possible for some agency man to put up an advertising plan to the governors of the New York Stock Exchange. As they have heretofore in a sense frowned upon the practice of advertising, the prospect is suggested only to men who like a hard nut to crack.

Here is the outline: Some side-door merchants are advertising that they will purchase all Liberty Bonds of all issues. The prices quoted in almost all instances are far below the daily price on the Stock Exchange. Bill Jones sells his bond in the only market he knows about, the corner fly-by-night merchant. When he gets a great deal less money than he paid for it he tells his neighbor. Confidence in bonds is lowered, and the next visit of the bond salesman meets hostility. The millions

of new b
were for
real an
brokers
the cou
lect the
particula

The N
could hel
ly, incre
and do
being sw
advertisi
Liberty

Yester
sold for
tissement
cerning
—a few
market
of warn
ice. All
in simpl
language
in medic
not me
financial

The
wagon
street c
change
gestions
plan to
Govern
titude t
ingly.

Shoe

Americ
tendent
consolid
ning wit
joint na
Consolid
Foreman

WH
Have Y
Made k
Send p
to Win
the us
and pl

FO

of new bond owners where there were formerly thousands are as real an asset to the bankers and brokers on 'Change as they are to the country at large. Why neglect their education at this time particularly?

The New York Stock Exchange could help its own business greatly, increase good will for itself, and do the people who are now being swindled a real service by advertising "an open market for Liberty Bonds."

Yesterday, the third loan bonds sold for such a price, the advertisement might say, a word concerning the reason for their price—a few facts about what an open market means to the public, a word of warning, and an offer of service. All the copy could be written in simple, homely, understandable language, and the advertising run in mediums reaching the masses—not merely the cognoscenti on financial affairs.

The man who drives the ash wagon on the Schoolmaster's street could give the Stock Exchange some valuable copy suggestions. A properly presented plan to the president and Board of Governors might change their attitude toward advertising surprisingly.

Shoe Manufacturing Trade Papers Combine

American Shoemaking and Superintendent & Foreman, of Boston, will be consolidated as one publication beginning with the issue of May 7, under the joint name of *American Shoemaking Consolidated with Superintendent & Foreman*.

"AMERICA'S best business building paper for merchants" is the way the Advertising Club of Allentown refers to the Retail Public Ledger. One dollar sent to Room 219, Public Ledger Building, Philadelphia, will bring this publication for one year—two issues every month—240 newspaper-size pages—more than 2400 separate articles touching on every phase of retailing.



**\$35 to \$50
a thousand**

Ask for Details

George Seton Thompson Co.
122 W. Polk St. Chicago, Ill.

Rate Book Canadian Advertising Mediums

Correct 1919 adv. rates, closing dates, col. size, detailed circulation figures, all Canadian mediums, with 200 pages marketing data in **LYDIATT'S BOOK** (not an agency directory). Postpaid \$3 from

W. A. LYDIATT, Publisher
53 Yonge St., Toronto, Can.

DID you know that Uncle Sam has started a course in store management? The first installment of this course appears in the current issue of the Retail Public Ledger. \$1 sent to Room 219, Public Ledger Building, Philadelphia, pays for a year's subscription—twenty-four issues—of this news-magazine of retail business.

WHEN ADVERTISING IN CANADA

Have Your Plates **RAPID ELECTROTYPE CO. of Canada** Montreal, Toronto
Made by The London, Windsor

Send patterns to our Detroit office, 700 Marquette Bldg. Our messenger will take them to Windsor, Ont., and pay the duty at the Canadian Customs office, thereby avoiding the usual delay of from 24 to 48 hours. Send your orders to our Windsor plant and plates will be made and shipped from there, saving the duty on each shipment.

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

LTD.

TORONTO

MONTREAL

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
5,000 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York



and BUILDING MANAGEMENT
reaches the owners and managers of office
buildings and apartment houses. These
men buy the materials for both construction
and maintenance. A rich field for
advertisers.

139 N. Clark Street Chicago

The leading influence in an important new industry

THE SOFT DRINK JOURNAL

Sample copy and rate card upon request
418 So. Market St., Chicago

More rated retail Department,
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.

A. B. C. Members

**MERCHANTS TRADE
JOURNAL, Inc.**

Des Moines, New York, Chicago
Indianapolis

A. M. Semones Advertising Manager of Case Plow Works

Arthur M. Semones, for nearly seven
years in the production and copy depart-
ments of Henri, Hurst & McDonald,
Chicago, has been appointed advertising
manager of the J. I. Case Plow Works,
Racine, Wis.

T. A. Gannon Back From Service

T. A. Gannon has been released from
the Service and has returned to Barron
G. Collier, Inc., as district sales man-
ager at Chicago. Mr. Gannon resigned
his position at the outbreak of the war
to enter the Coast Artillery Corps. He
held a first lieutenantcy when discharged.

Lieut.-Col. Horsey Awaits Discharge

Lieut.-Col. Hamilton R. Horsey, man-
ager of the Tampa office of the Thomas
Advertising Service, Jacksonville, Fla.,
is now at Camp Devens, Ayer, Mass.,
awaiting the demobilization of the 26th
Division with which he is connected.

ARTIST

An Illustrator familiar with
advertising work, who has
ability and is desirous of
doing bigger things will be
interested in the opportuni-
ty we have for him; also
good designer and letter
man. Write with samples.

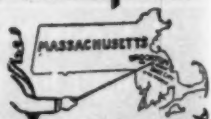
Neilson-Carter-Atherton, Inc.
1133 Book Building Detroit

Population 65,000 Trading Centre for 100,000
Brockton, Massachusetts. The Great Shoe City filled with workers and
winners. A Dry Town doing Big Business. Paper established 1880

Brockton Daily Enterprise

Printing 17,000 Daily

Flat Commercial rate 50 cts. per inch
Afternoon Paper, Sells for 2 cents
Carries a page of want advertisements



Stenograph
of techn
York City
ability to
ary expec

Wanted—
copy writ-
age, prev-
pected.
Milwaukee

Editorial
had some
posted or
must con-
eance and

Wanted
A C
A big o
Must hav
class cir-
lars. Go

A Manu-
own Adv.
Shop, w
Advertis-
ing. M
write co
and cata
ary, etc.

AF
Leading
poration
operate
produci
booklet
line dra
of letter
Caslon
arranges
All ro
confider
Addre

A n
manu
servi
eral
sales
ness
abili
eling
Rubl
sary
pens
tial
845,

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Stenographer and Secretary for Editor of technical journal published in New York City. Desirable that she have the ability to handle news items. State salary expected. Box 857, Printers' Ink.

Wanted—Experienced advertising agency copy writer, Idea man preferred. State age, previous experience and salary expected. Address W. A. Krasselt, 354 Milwaukee St., Milwaukee, Wisconsin.

Editorial Assistant Wanted—Who has had some experience and who is well posted on engineering subjects. Replies must contain full statement of experience and salary expected. Box 848, P. I.

WANTED—

A CIRCULATION MANAGER

A big opportunity for the right man. Must have experience in handling high class circulations. Write full particulars. Good salary. Box 851, P. I.

WANTED

A Manufacturing Company, having its own Advertising Department and Print Shop, wants an Assistant Manager of Advertising with a knowledge of printing. Must be able to suggest layouts, write copy for trade journal advertising and catalogs. State age, experience, salary, etc. Address Box 863, Printers' Ink.

ARTIST WANTED

Leading Printing and Engraving Corporation requires an artist who can cooperate with a Service Department in producing high grade catalogue and booklet work. Must be able to do fine line drawing and appreciate the value of lettering that will harmonize with Caslon type when correctly and simply arranged.

All replies will be considered strictly confidential and samples will be returned. Address Box 853, Printers' Ink.

A nationally known rubber manufacturing company wants services permanently of several dependable merchandise salesmen possessing clean business record, and proven sales ability. Preference given traveling salesmen now employed. Rubber experience not necessary. Salary with traveling expenses. Negotiations confidential if desired. Address Box 845, care of Printers' Ink.

Assistant in Advertising Department. Large machinery manufacturing concern, has immediate need for a man who can assist in the preparation of copy for high-grade catalogs, booklets, etc. Box 867, Printers' Ink.

ARTIST

Young man with initiative and originality on designing color sketches and pen and ink work; one who has been employed with engraving house preferred. Salary to start \$55 per week. Position is permanent. Send samples of work with application. THE ADDRESS, 28 S. Paca St., Baltimore, Md.

ASSISTANT IN ADV. DEPT.

We have an opening in our Advertising Dept. for a young college man. He will have charge of the personnel and the working of the Department. He will go thru our Sales School as a foundation. Advertising experience is desirable but not essential; "copy writing" is secondary to "getting things done"—tho he should have an aptitude for writing. Frankly, the salary is nothing fancy, but we believe the opportunity is attractive. Enclose foto, and "sell" yourself in first letter. Communications confidential. E. V. Syrcer, Art Metal Construction Co., Jamestown, N. Y.

Wanted— At Once

Assistant in Advertising Department of Prominent Automobile Company to handle House Organ, Promotion Work and Publicity under direction of Advertising Manager. Young man with some experience preferred. Samples of original work and photograph of applicant desired. State previous connections and salary expected.

Address, Box 859,
Printers' Ink

CIRCULATION MANAGER

We require an intelligent person—man or woman—to manage the subscription department of two trade publications. A good opportunity for a good worker. **COAL TRADE JOURNAL**, 20 Vesey Street, New York City.

WANTED—An advertiser. Salary \$2500 per year. Prospects good. Business, chain market. Location, Eastern city south of Philadelphia. We want an ad writer with skill, style and imagination. One who can write good copy and build good ads on foods of all kinds; meats, groceries, poultry, fish, fruits, etc., etc. State age, experience and give references. Address **Box 864, Printers' Ink.**

SALESMAN WANTED

A man not less than thirty-five years of age, preferably unmarried, who is not only a salesman himself, but can select and train other salesmen.

Territory—22 of the biggest cities in the United States.

A real opportunity for a producer, who understands handling specialty salesmen, selling to the grocery and drug trade.

In replying, state age, experience, present and past employers, salary desired, and give references.

We will not in any way investigate any applicant without first receiving his permission.

Address **P. O. Box 26, Station B, Cincinnati, Ohio.**

Insurance Copy Man Wanted

LARGE Hartford insurance company will pay up to \$4000 for a young sales promotion man with real ability and initiative. He must be able to write selling copy and plan unusual layouts for direct-by-mail publicity on many lines of insurance, and his work must have the genuine selling value which produces business. This is a real chance for a live wire. College man preferred. Sell yourself in your first letter, giving full details, to

Box 866, Printers' Ink

WANTED—A MAN

Specialty food manufacturer, New York, wants man in advertising department, write booklets, car cards, etc., and follow them through printing. Man who is a full-week doer and can start with white paper and pencil, rather than a fiend at changing words in the other fellow's copy. Must have good record for getting along with associates. If you are the man or know him, give full particulars in confidence. **Box 871, P. I.**

COPY WRITER

WANTED

A St. Louis Agency has a splendid opening for an experienced Copy Writer. The man we want should have broad Agency experience, and be capable of handling National campaigns. This ability should also include the qualifications to participate in the conferences and assist in producing successful plans.

This position offers an opportunity that can be made worth every cent that the man himself is capable of earning.

Give us full details of your experience, references, and salary desired.

Your reply will be held strictly confidential.

Address **Box 849, Printers' Ink.**

MISCELLANEOUS**GOING TO CHINA**

Two advertising men will represent agencies and manufacturers. Reports made, advertising placed, connections formed. **Box 862, Printers' Ink.**



**ADvantageous
vertising**

ALL WAYS
 The Ashbury-Nathan-Dowd Co.
 Toledo Chicago New York

WE BUY USED ADDRESSOGRAPH MODEL C PLATES AND TRAYS. NAME BEST CASH PRICE AND MAIL INVENTORY TO LE CLAIRE-KING CO., DAVENPORT, IOWA.

Printing Plants and Businesses

Bought and Sold

**Printers' Outfitters
American Type Founders
Products
Printers and Bookbinders
Machinery of Every Description**

**CONNOR, FENDLER & CO.,
Ninety-six Beekman St.
New York City**

FOR SALE

One Monotype Caster, Series S. Equipped with molds from 6 point to 36 point. In good condition. Located in Philadelphia. Box 855, Printers' Ink.

I WANT

a suggestion or an idea for a novelty, publication, scheme, device, or any legitimate plan that will keep my \$200,000 lithographing, printing and binding plant going on a non-competitive basis. A good proposition awaits the party whose suggestion we can adopt. Address Box 850, care Printers' Ink.

PORCELAIN ENAMEL SIGNS

LOOK BEST—LAST LONGEST
COST LESS IN THE END

THE PORCELAIN ENAMEL & MFG. CO.
BALTIMORE, MD.

POSITIONS WANTED

Copywriter available. Has in addition practical selling experience. His knowledge of purchasers' psychology qualifies him to write copy that strikes home. Presently employed. Box 870, P. I.

A job with big possibilities in some advertising dept. is wanted by assistant agency executive. Has bought thousands of dollars' worth engravings and printing. Writes good copy; 4 years' mechanical experience. Will start at about \$40. Box 860, care of Printers' Ink.

BUSINESS MANAGER and STATISTICIAN of mature judgment (ex-soldier), with legal training, qualified also in Advertising, Salesmanship, Mail Order, Catalog and general Editorial Work, desires a greater opportunity than present position offers. Address Box 852, Printers' Ink.

SALESMAN, 6 years' experience as advertising man for manufacturer. Now travelling on the road (same firm, one year), but for family reasons and larger opportunity desire change to New York (metropolitan district). Would like to connect with sales organization of progressive firm. References. Now averaging \$2500 per year. Age 32, married, family, good health, ambitious. Interview may prove mutually profitable—do let me hear from you. Box 858, P. I.

Advertising Manager

of six years' experience. I am capable of supervising general advertising, compiling catalogues, editing house organs, preparing trade-paper copy. I can write forceful form letters, handle sales correspondence intelligently, courteously, get up attractive direct-by-mail literature and supervise follow-up work. I am an executive and can work in harmony with other departments. College man, level headed, clean cut; lately been mustered out of army. I am open for immediate connection with substantial corporation. Box 873, Printers' Ink.

JUST CAME BACK

Three years' university training, student of advertising; adv. mgr. student daily. Will take anything that holds promise. Box 869, Printers' Ink.

(Young Woman) Secretarial experience; capable correspondent; managerial ability. Brains; initiative; loyal, conscientious worker, who will prove an invaluable aid to busy executive. New York City. Box 864, care of Printers' Ink.

Young Woman Advertising and Sales Manager, at present with a well-known house manufacturing women's dresses, desires connection that offers wider scope. Her record of 1200 new accounts in six months is evidence of her ability. College graduate. Resourceful. Result-getting. Box 872, Printers' Ink.

Manufacturers' Association Secretary Will organize or develop trade association; tactful, energetic executive, familiar manufacturing, buying, selling, collections, office management; some legal training. Would consider general management medium size concern. American, 38. Box 856, Printers' Ink.

The Two A's

I know ART—I know ADVERTISING—and I can combine them for the profit of some live agency or litho house. I am an excellent figure man of ten years' experience, trained to produce advertising art—with emphasis on the "advertising." Wanted:—an opportunity to organize, energize, and direct art activities,—not just an art staff job. Address Box 861, care of Printers' Ink.

A Pusher for Lagging Schedules

A woman of unusual executive powers wishes New York position. Has well-developed instinct and ability to get team-work and to put cheerful ginger into her co-workers. Possesses balance and natural born gumption; dependable in emergencies; can jump into a tough proposition and get it done without waiting to be told. Will make her job grow from the start. Has run her own business successfully. Familiar with advertising principles and methods. Salary \$40. Box 865, care Printers' Ink.

**NEWSPAPER
DETAIL
MAN**

Young man, 6 years' experience in business office of leading daily, handling first classified department and finally four years in charge of display advertising, desires position with live, growing newspaper where initiative, tact and judgment are paramount. Last six months with Uncle Sam. Box 868, Printers' Ink.

Table of Contents

PRINTERS' INK, April 24, 1919

A Sales Force That Doesn't Solicit Orders.....	<i>Frederick C. Kendall</i>	3
Trade Emissaries of Victor Talking Machine Company Train Retailers and Act as Eyes of the Organization.		
The Answer to the Salesman Who Believes Advertising Cuts Down His Salary.....	<i>By a Sales Manager</i>	8
The Advantages to the Salesman of the Advertised Line.		
Human Interest Copy in Advertising Books.....	<i>Harry Varley</i>	17
D. Appleton & Company Evolve Plan for Selling Books.		
Diagrams That Tell the Story Quickly.....	<i>Charles Kaye</i>	25
Some of the Ways Employed by Advertisers to Get Instant Attention.		
Sales Managers Who Have to Be Managed.....	<i>By an "Old Timer"</i>	28
Bringing Men and Jobs Together Through Advertising.....		33
A Campaign by the United States Employment Service to Stimulate Business, Create More Jobs and Place More Men.		
Getting the Trade's Help in Determining the Price.....	<i>Roy Dickinson</i>	35
Sweet-Orr Develop Unique Plan of Stabilizing Market.		
Newspaper Training Plus Advertising Experience Makes Copy Writers....		41
<i>By an Ex-Newspaper Reporter</i>		
Plan of A. A. A. A. for National Advertising in Rotogravure Sections....		47
Bureau of Advertising Reports on 1918 Activities.....		53
The Menace of Bolshevism.....	<i>George Ethridge</i>	61
President of the Ethridge Company and President of the Sphinx Club		
How One Manufacturer Plots Each Dealer's Orders.....		73
How Advertising Can Cut the High Cost of After Service.....	<i>Ray Giles</i>	76
Importance of Schools to Educate Buyers of Machinery.		
Eastman Kodak Wage Dividend Plan.....	<i>L. B. Jones</i>	89
Future Value of Stock Depends Upon Employees.		
Good Copy and Then the Right Typography.....	<i>Everett R. Currier</i>	101
Typography Not Prettiness or Fussiness—What It Can Do for the Advertising Message.		
Chamber of Commerce of the United States Issues Platform.....		109
This Roaster Says Coffee Is Not John Barleycorn's Heir.....		113
Effect of Exporting on Domestic Prices.....		114
Newspaper Copy for Spanish America.....	<i>A. A. Preciado</i>	117
Interesting Facts About Rates, Position, Etc.		
When an Advertising Illustration Makes a Valid Trade-Mark.....		121
Recent Decisions of the Commissioner of Patents That Are Illuminating to Advertisers.		
The Tie That Binds a Family of Products.....	<i>R. D. Brigham</i>	129
Advertising Manager Sperry Flour Co., San Francisco, Cal.		
What Do You Know About Canada?.....	<i>Frank Maitland</i>	133
A Canadian Cites Examples That Show There Is Still Much to Be Learned This Side of the Border.		
Team Work That Curbs Returned Goods Abuses....	<i>John Marion Schlachter</i>	145
With R. A. Bartley, Wholesale Grocer, Toledo, Ohio		
The Catalogue That Closes Export Sales.....	<i>C. C. Martin</i>	155
Manager Advertising, National Paper and Type Company		
Editorials		164
Advertising Price Insurance—To Farmers: Co-operate and Advise—America's Follow-Up.		
The Little Schoolmaster's Classroom.....		170

Permanence

Outdoors is permanent—it was here yesterday—it is here today—will be here tomorrow. Outdoor advertising from the very nature of its construction is permanent. Your message is before the public every minute of every hour of the day.

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World



TAKING THE BLUE SKY OUT OF ADVERTISING

THE CHICAGO TRIBUNE believes that it is a waste of money to advertise a product distributed through the retail and jobbing trade — without first supplying the trade with merchandise to satisfy the demand created.

Here is one instance of a CHICAGO TRIBUNE sales campaign that put the goods on the dealers' shelves before the campaign opened. The article advertised was

A HOUSEHOLD ARTICLE

selling retail at ten cents. The sales campaign lasted *seven weeks*. The average number of salesmen used was seven. 2,128 retailers were secured, at an average cost per dealer of \$0.605. *Before the advertising began*, the retail sales amounted to over thirty-three hundred dollars, jobber sales to approximately six thousand. Total sales were almost five times the original advertising appropriation, in spite of the fact that it was necessary to keep down sales for a time due to a shortage of materials.

This success was possible because THE CHICAGO TRIBUNE has real dealer influence — the result of real reader responsiveness. We are prepared to direct a campaign to win The Chicago Territory for your product.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

VOL. C

Pu

pe

TH
today
about
fount
CON

He
fill its
that it
point

He
Conkl
Comp
consist
period

Whe
a pen
quarter
has bee
so suc
It's "R

N.

NEW YORK